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# *The* **REPORTER** *with Postage and the Mailbag*

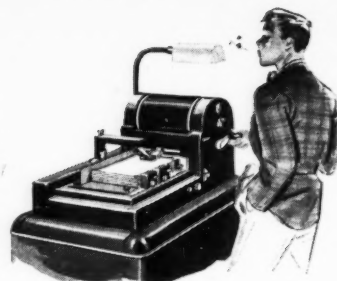


A Fair-minded report for May 1939

# A day in the life of a MIMEOGRAPH DUPLICATOR

**9:15 A. M.**

Walter, the Office Boy, starts the Mimeograph duplicator rolling for the day. Supply of ruled forms for the accounting department is low, so he gets out the filed stencil sheet for them and runs off a new supply.



**11:40 A. M.**

Secretary to the boss takes down a "Burn 'Em Up" bulletin to the sales force. She'll put it on the Mimeograph stencil sheet and Walter will have copies ready to air mail in a jiffy.



**1:15 P. M.**

Walter is still at lunch, or somewhere, so the young lady at the right steps in as operator. She's making ready to produce monthly statements for the firm. They'll go out dressed in permanent, velvet-black Mimeograph ink.



**2:50 P. M.**

They call Montgomery the company artist because he traces pictures so well. At the Mimeograph illuminated drawing board he is now preparing an illustrated catalog page that will soon be duplicated via Mimeograph duplicator.

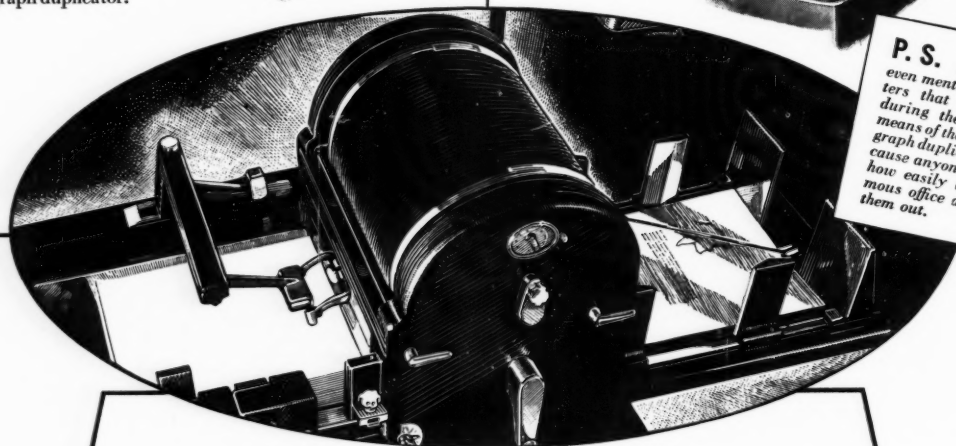


**5:45 P. M.**

Walter is back. He's staying down, on his own hook, to run off copies of the minutes on the Mimeograph duplicator for a secret society he belongs to. It meets tonight.



**P. S.** We didn't even mention the letters that went out during the day by means of the Mimeograph duplicator, because anyone knows how easily this famous office aid gets them out.



The Mimeograph duplicator, with its integrated products—Mimeograph stencil sheets, inks, and illuminated drawing board—can do a lot of things for office and institution. It does them all more neatly and more legibly. It's economical and it's permanent. Large users and letter shops everywhere are finding it pays in profits and savings to use it. Are you? A. B. Dick Company, Chicago.

**MIMEOGRAPH**

is the trade mark of A. B. Dick Company, Chicago.  
Registered in the United States Patent Office

## REPORTORIAL:

"LET'S BE FAIR-MINDED" was the eye-catching heading on a sign in the window of a Madison Avenue Tailor . . . first week of May. Good advice to New Yorkers, and to all advertisers. Jack Carr, up from Lutz for the summer, called on the owner of a chain of men's clothing stores . . . and heard to his dismay and disgust that "the Fair won't help my business, because the Fair people won't buy any suits." No recognition of fact that "more people" means more money and more business for every merchant. That type of sour-puss thinking is typical of many business men today. It is the type of thinking that causes business to bog whenever headlines scream of a new war scare, another threatened tax, a prophesied draught—or rumors of this and that. Perhaps never in history has there been so much loose-jointed thinking and talking . . . so a salute to merchants and advertisers who say "Let's be Fair-Minded."

In spite of all the advance pessimistic and negative publicity, the Hundred-and-Fifty-Seven-Million-Dollar World's Fair opened on schedule. Far from being the predicted unfinished mudhole in Flushing Meadow, it turned out to be a super-colossal demonstration of good showmanship. During the first month, more than five million persons clicked the turnstiles. At least 99½% of those millions are walking and talking advertisements . . . to induce other millions to come. Fairminded visitors and fairminded advertisers will learn many lessons at this New York World's Fair. Why are some of the exhibits so successful? Why are others dismal failures? What does the crowd want? What makes people stop, look, listen and want to buy? Why have General Motors, General Electric, Ford, American Tel. and Tel., Kodak, Borden, Firestone, Beechnut, Wonder Bread, Westinghouse and a few others *stolen the show*? It would be profitable for many advertisers to spend the entire summer studying these successful exhibits . . . and also the unsuccessful ones. The successful commercial exhibits have so skillfully applied the principles of good showmanship to merchandising, that the paid amusements may have tough sledding. *This reporter* will not attempt to give you his analysis . . . but he can urge you to be Fair-minded. Go to the Fair and study merchandising. Do some Fair-minded thinking about your own problems, your own advertising, your own pet peeves, your

## THE REPORTER WITH POSTAGE AND THE MAILBAG

Edited by Henry Hoke, assisted by associate reporters all over the world

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VISIT THE DIRECT MAIL CENTER FOR DIRECT MAIL IDEAS

own methods. A swing of your own toward good showmanship might help your direct mail.

*Your reporter* has had a busy May. Our attendance figures are not as impressive as those of the Fair, but since March 6th, some two thousand visitors have inspected the new quarters. It is getting to be a busy place—with the Man Marketing Clinic meeting here every Monday evening, and with the Direct Mail School operating Tuesday and Thursday evenings. These added activities are bringing in so much additional case-history material that we'll have to find some way to double the size of the magazine.

I like the fairminded advice given by Frank Egner to "the class" on May 25th. He warned them all that his rules for writing successful mail order letters worked *for him*; that Rohe Walter's rules for running a campaign worked *for Rohe Walter*; and that no one should accept these rules, or others' rules, as unbreakable laws unless tested in each individual busi-

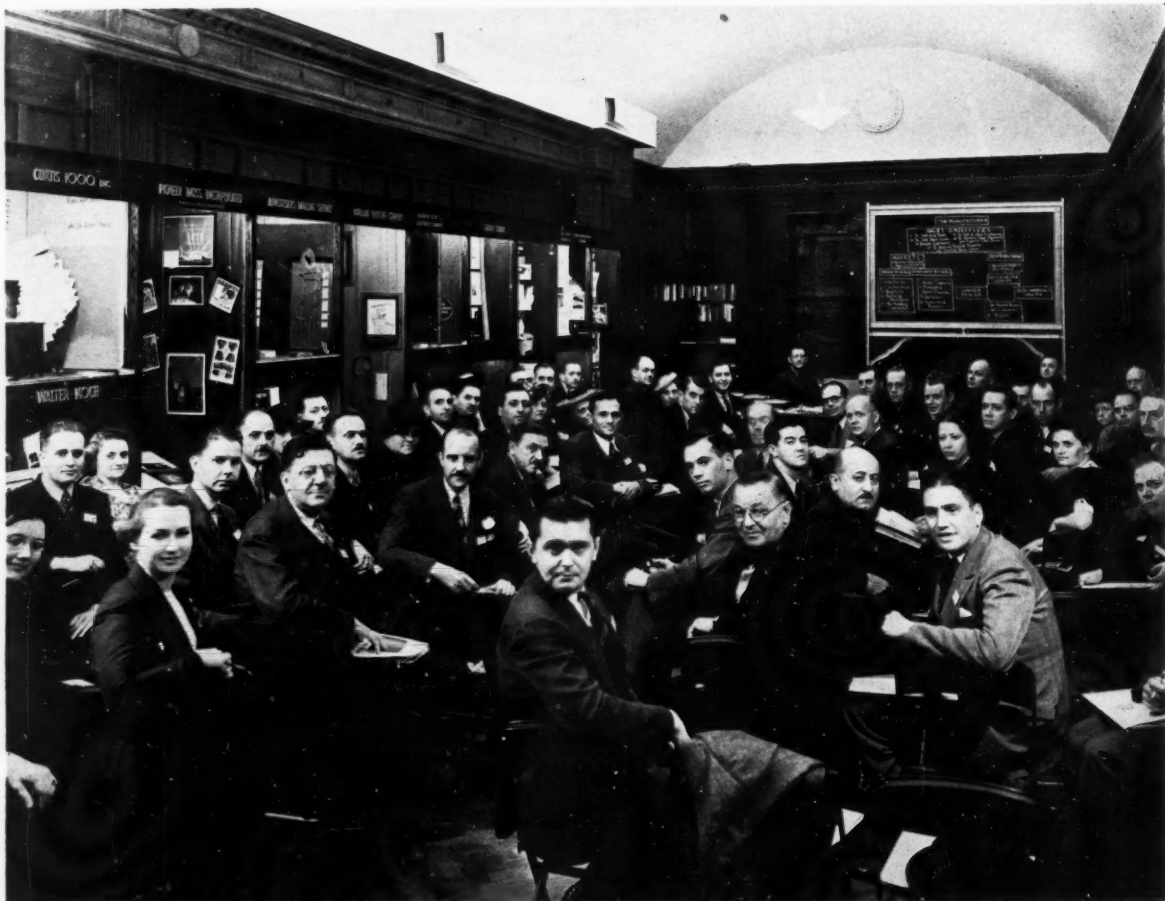
ness. It's good to hear direct mail experts being fair-minded.

Incidentally, some of you might like to have Frank Egner's nine-point formula for writing a successful mail order letter. Here it is: (1) A headline that promotes desire as well as wins attention; (2) the inspirational lead-in; (3) the definition of the product; (4) the success story; (5) testimonials and endorsements; (6) special feature; (7) a statement of value; (8) an action closer; (9) a P.S. rephrasing the headline. Also,—the "best" format for a mail order piece is: (1) A letter; (2) an explanatory folder; (3) an order blank or card; (4) a return envelope.

Thanks to all of you for the orchids concerning our April Report of Trends. This May report gets back to the usual style of many items about many ideas. You'll find some interesting test and case reports which may help to pave the way for Fair-minded thinking. Be sure to read about the program for the A.F.A. direct mail departmental. I hope to meet many of you at the Waldorf on June 20th.

H. H.





## Direct Mail School

May 16th, 1939 the first Course in Direct Mail started in The Direct Mail Center with sixty enrolled "students". Here is part of class assembled for third session on the 23rd to hear Rohe Walter of Flintkote take them behind the scenes of an advertising manager's office to build a campaign from budget to sales. Dean Hoke is being assisted by stars of the selling world: Messner, Orr, Walter, Egner, Raymond, Snead, Collier, Wheeler, Carr, Longyear, Paglin and Mayer. Both students and teachers are enthusiastic after first four fact-filled forums. Thirty-eight of the students are Users of Direct Mail (from advertising departments of well known companies);

twenty-two are producers or suppliers, including twelve from Addressograph-Multi-graph; four from Varityper; two from Advertisers Mailing Service, and one each from Ace Mailing Service, Business Service Bureau, Wm. E. Rudge and Lasky Company, New Jersey. You may be able to spot Jack Carr and Frank Egner in the picture. Course is scientifically planned to give a well rounded groundwork in direct mail fundamentals, functions and methods. *Bunk* is barred. Students are warned not to accept any theory or rule of any expert as a fact unless proved in own business. Direct Mail needs more of such meeting-of-minds.



# THE REPORTER WITH POSTAGE AND THE MAILBAG

*Here is a letter which many of you will enjoy. It deserves reprinting in full because it is a good example of dramatized and sincere selling. It possibly could be improved with a dose of "Yearling shortening"—but why quibble. Multi-graphed on two pages, 7¼" x 10½". Simple letterhead in black only, reading:*

FATHER FLANAGAN  
BOYS TOWN  
NEBRASKA

## A LETTER FROM BOYS TOWN

Dear Friend:

I am faced with a serious problem—one which disturbs me greatly because of my apparent inability to overcome it. We, here at Boys Town, are the victims of a misapprehension which exists in the minds of people generally throughout the country.

When Boys Town was selected by the producers as the basis for that great motion picture, I was gratified almost beyond expression. After having spent twenty years attempting to explain, in my own humble manner, the value and necessity for this work for homeless, destitute boys, I felt we had at last been recognized. I was sure that many people, after seeing this picture, would become interested in Boys Town. For that reason I did not seek a royalty or other compensation from the producers. And, had you been in my position, I believe, you would have shared my feeling.

However, Spencer Tracy, in the role of Father Flanagan, must have caused most of the people who saw the picture to think that I am a "superman," who is able to get whatever Boys Town needs. Unfortunately that is not the case. My whole life has been dedicated to this work because I feel it is the greatest contribution we can make to a better America and a better world. But, I am most discouraged now, because everyone seems to take it for granted that everyone else is sending money to Boys Town.

Now—the picture has been shown, and the story has been told throughout the entire country. Apparently those who saw it came away with a profound impression that our work is most worthy and should be continued. But, they have assumed that all of our problems have been solved—that thousands, yes, tens of thousands of people who saw the picture are sending contributions to Boys Town. Literally dozens of people have said to me: "Well, Father Flanagan, it must make you feel mighty good to know that Boys Town will have no further financial worries, etc." People who would otherwise be glad to contribute (including many former contributors) have not done so because they are sure so many other people are sending so much money that theirs is really not needed.

Our situation is further complicated because the publicity of the picture has increased the number of applications for admission to Boys Town many fold. Although Boys Town is located here in Nebraska, our boys come to us from every section of the country, representing all nationalities and creeds, and it is our purpose to provide for all who are worthy and can be given accommodations.

The conditions I have outlined have persisted, and have become so serious that I recently sought the advice of several prominent business men. Their advice and suggestions were to this effect: "Father, why don't you prepare a letter that will explain exactly the things you have told us? We will each give you a list of our friends, and no doubt more of your friends will do likewise. When you have these names, send each one a copy of your letter. If you will do this, we believe every person who receives that letter will help you."

During the past twenty-two years thousands of otherwise destitute, homeless boys have been provided with a home, given an education, taught a useful trade, and have been reared in their own religious beliefs. Our boys elect their own city officials, and

## FAIR TIE-IN

AT LAST, we are beginning to see some of the exhibitors at the World's Fair . . . really plugging their exhibit. We suppose a lot of the exhibitors were not quite sure whether all the advance negative publicity was true or not. Now that the Fair is an accomplished success, the tie-ins are gaining momentum. Firestone Tire & Rubber Company are using a special indicia on their postage meter—picturizing their exhibit. Why shouldn't New York authorities organize a drive to get all New Yorkers to push the Fair on envelopes and letterheads? Or is New York too big to have civic pride?

## WON'T SLEEP ON PIANO

WE LIKE the folder issued by Bing & Bing, Inc., 119 West 40th Street, New York, N. Y. Man-and-wife-argument cartoon on front with "I don't care if it is your cousin, I won't sleep on the piano!" Inside:

We don't need to tell you . . . that you are going to be well-visited this summer. And we suspect that you are already asking yourself "But where will we ever put them?" The Solution—Bing & Bing Hotels.

Then list and descriptions of the eight Bing & Bing Hotels. Good.

## REALISM WITH COLOR

DID ANY OF YOU FOLKS notice the ¾ page ad of Saks Fifth Avenue on page 60 of the May 6th issue of *The New Yorker*? After many pages of black type and illustrations, the eye is held by picture of girl in "blue checkers" dress. In blue too. That's using color effectively for Realism.

## ANOTHER DOODAD MEMO PAD

MARCH REPORTER (page 6) told about the Doodads printed at top of memo pad used by Allan Parsons, Chicago (incidentally, Allan paid a visit to the Direct Mail Center recently). Martin E. Greven, advertising services, 3115 Fairfield Avenue, Fort Wayne, Indiana, sends us a scratch pad issued by United Printing Company, Inc., of Fort Wayne. Nicely and conservatively printed but here and there among the plain sheets are pages devoted to doo-dads.

## THE EIGHTH WONDER OF THE WORLD

L. ROHE WALTER in his recent talk at the annual Luncheon of the Mail Advertising Service Association, New York, said that the eighth wonder of the world is said to possess:

The *curiosity* of a cat,  
The *tenacity* of a bulldog  
The *determination* of a taxicab driver,  
The *diplomacy* of a wayward husband,  
The *patience* of a mother,  
The *friendliness* of a child,  
The *enthusiasm* of a chorus girl,  
The *simplicity* of a jackass,  
The *assurance* of a college sophomore,  
and

The *persistence* of a bill collector.  
In other words, gentlemen, this Eighth Wonder of the World is today's modern, alert, aggressive Salesman!

Jack Carr, speaking extemporaneously, at the same meeting said: Wouldn't it be a wonderful thing if every New Yorker, instead of bellyaching about the World's Fair, would become a salesman for it? Think what would happen if every business letter going out of New York would carry a P.S. making some invitation or selling point for the Fair.

## MORE LOOSE SHEET FOLDERS

WE HAVE previously mentioned the growing use of folders with loose leaf inserts so prospects can retain part which interests them.

Latest good sample from Dritz-Traum Company, Inc., 11 East 26th Street, New York City. A self-mailer. Inside, three side edges turned over to hold 5 colorful sheets, plus an order blank. Selling new line of knitted hand bags. It is good. Copyrighted . . . but it isn't patentable.

are trained in the true democracy of constitutional government—in *Americanism*—as against dictatorships and all of the other insidious "isms" we hear so much about. When they leave Boys Town they take their places as honorable, self-sustaining citizens.

It is my ambition to set up our system on a sound, business-like basis. If I can do this, I will be able to give all of my attention to the boys, without worrying about the doubtful results of spasmodic appeals for funds such as I have had to depend upon in the past. As you know, we receive no assistance from any church, city, state or community chest.

To enable me to do this, I am asking my friends who believe in our work to enlist as HONORARY CITIZENS of Boys Town, by contributing only a few dollars per year. I would like to suggest \$5, because many can give that amount without making too great a sacrifice. When you think of it, it amounts to less than 2 cents per day—less than the cost of a newspaper.

I will appreciate it very much if you will do us the honor to enroll as one of our HONORARY CITIZENS. You may subscribe \$5 as suggested, or any amount you can conveniently give. Whatever amount you send will be gratefully appreciated. Sam Turner, our 17-year-old Mayor, and our six youthful Commissioners will send your HONORARY CITIZENS' CERTIFICATE. I will keep you informed as to our progress, and whenever you come this way, we want you to be sure to pay us a visit. You are always welcome! We are located on the Lincoln Highway, about ten miles west of Omaha.

Your remittance should be made payable to "Father Flanagan's Boys' Home," and mailed in the enclosed self-addressed envelope which needs no postage. Assuring you again of my sincere appreciation for your contribution, I am,

Respectfully yours,  
FATHER FLANAGAN.

P.S.—If you would like to have a nicely illustrated book, showing many of the Boys Town scenes in words and pictures, I will be glad to send it when I acknowledge your subscription.—E. J. F.

## ANOTHER GOOD LETTER

### WHY WON'T SOMEBODY TELL HER THESE THINGS?

Wouldn't you think that with all the publicity the papers have given that Wage-Hour bill that most everybody would know about it?

Of course, it's quite possible Old Mother Nature doesn't read the newspapers. Maybe if she does, she "don't pay 'em any mind."

Because when she says it's Spawning Time here in our pools in the Ozarks, it makes us hustle from dawn to dark to keep up with her.

Just wish you could see us right now sorting the Breeders. Eliminating the unfit. While brood ponds are being chemically treated to kill the bugs and germs. Spawning nests being made ready. Tanks cleaned and disinfected.

Reminds you of a big maternity hospital. And a darned sight bigger nursery. Which it is.

Lot of trouble to get BETTER GOLDFISH, sez you!

You're right, sez we. But there's a world of satisfaction in supplying our customers with happy, healthy, perfectly pedigreed GOLDFISH. Guess that's why OZARK GOLDFISH are so popular with the trade. And PROFITABLE to sell.

Matter of fact, we don't mind the hard work. That's what makes life worth while, isn't it?

Cordially yours,

R. M. CRAMER,  
Head Nurse to Goldfish at the  
Ozark Fisheries,  
Stoutland, Missouri.

# TRYING TO IMPROVE A GOOD CAMPAIGN

HERE IS PART of a letter which tells about an interesting "memorial" campaign; written by Donald P. Blake, secretary, Chas. G. Blake Company, 1000 East 67th Street, Chicago, Illinois:

Of all the magazines coming across my desk and around the fireside at home, there is only one meeting the qualification of "must read every page" and that magazine is *The Reporter*.

I am sending you samples of a three-piece mailing (inaugurated this year) which we send to the relatives of deceased persons whose names we get from the obituary columns of the daily papers.

The first mailing is a 4 page folder (sent 1st class) entitled "By Appointment Only" and is sent out within five days after a death. In the past it has been our custom to refrain from contacting any member of the deceased family for at least ten days. However, our competitors were not quite as delicate and we were losing many orders because we were not contacting the family early enough. For this reason we adopted the "By Appointment Only" circular and are now sending it out within the five day period.

*Reporter's Note:* Here is the very good copy inside the folder:

We may be old fashioned, but we do not approve of high pressure tactics. You have suffered a great loss and your feelings should be respected.

We believe that the selection of a Marker, Monument or Mausoleum—this everlasting and final tribute—should be accomplished in a dignified, respectful and personal manner.

Therefore, out of respect for you and with regard for honorable principles, we maintain a policy of calling on you *by appointment only*.

It is our desire to serve you in a manner worthy of the sentiment and feeling you wish to express. With your help we can do so.

It is our policy to maintain the lowest possible prices, consistent with reliable, quality memorial work. It will pay you to investigate.

If you approve of these principles will you express your approval by making use of the enclosed appointment card? It will place you under no obligation.

(Back of folder gave history of company and listed prominent customer families.)

Continuing letter from Donald Blake:

The second mailing is a two colored folder entitled "The Everlasting Tribute". There is one style for the Catholic trade and another folder for the Protestant trade, with a third type folder for our branch offices serving a single cemetery.

These second mailing folders are all composed of pictures of monuments and a low priced marker enclosure and they follow the first mailing by about two weeks.

Our third mailing, mailed 1st class and following second in two weeks, is a multi-graphed letter with a "filled in" return card enclosed. The first two mailings have plain return cards. Only the third mailing carries the "filled in" return card.

You may be interested in the results of the first month's mailings. . . .

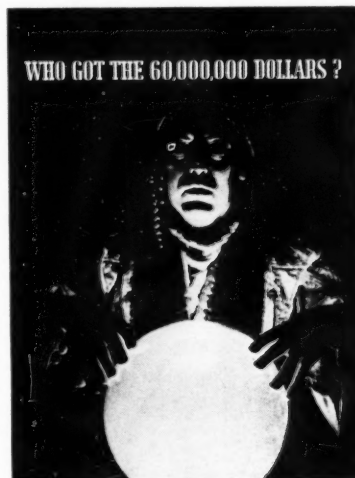
Out of the 2,700 sent out there were 55 returned for wrong addresses or moved; leaving a net of 2,645.

Of this number 36 returned the card from the first mailing; five were good prospects and 31 were "not interested." Twelve returned card from second mailing—only one a good prospect, the other 12 "not interested."

The value of the filled in return card is shown with a total of 295 returned from this third mailing; with 22 good prospects and 273 stating they were not interested or

## GOOD QUESTION

"WHO GOT THE 60,000,000 Dollars?" seems to be a question that fits the rule laid down by M. M. Swartz of Prentice-Hall, which



is . . . never ask a headline question which can be answered yes or no. It appears on attractive cover of four page circular issued by Mutual Fire Insurance Underwriters of New England.

## IS SLEEP THE SIZZLE?

A LETTER of Ayer & Streb, Rochester, New York—one of a consistently good series. It strikes a good note.

"Maybe I'm wrong—but I have a hunch that the most important thing that a combination print shop and letter shop can sell an advertiser is *SLEEP*.

"Presses, Anti-Offset Sprays, type, multi-graphs, mimeographs, extra messenger boys—there are others who also have these. The one thing that we feel we can do better than the next fellow is to keep our customers from worrying by understanding what they want and seeing that they get it.

"Work is Work around here, but because of proper supervision and adequate facilities, it is accomplished smoothly, easily and efficiently. The result is that if you place your printing and letter work with us, you can clear your desk at quitting time; you can forget printing and mailing troubles; spend your evenings at bridge, pinochle, chess or what-have-you and go to sleep in peace and confidence.

"Call us for your next Direct Mail Needs. We're ready to take over all the details."



## THINGS AND STUFF!

AS EVERYONE dealing with direct-mail must or should, sooner or later, I've finally run across *The Reporter* for the first time. It's the December issue, but what matter . . . there's a wealth of practical material.

Since your interest seems to run to new and unusual direct mail pieces, I'm sending along a copy of our little bulletin "Things and Stuff" for May for your reaction.

I realize, of course, that I'm not in Higdon's class, but hope to be a bit closer after he addresses our Advertising Roundtable of Southern Michigan on the evening of the 25th, this month.

"Things and Stuff" changes in color each month . . . and in subject atop the middle column . . . but the format never varies. You'll always find eight items, each one nestling under its intriguing (I hope) headline.

Your opinion of the sheet will be appreciated . . . and your criticisms likewise, if you have time to delineate them. Meantime, it's just a piece for your collection.

R. D. Hawkins  
Advertising Manager  
The Service Caster and Truck Co.  
Albion, Michigan

*Reporter's Note:* "Things and Stuff" is tops in its class. Size 11" x 17" opened. Folds to 8½" x 3¾" self-mailed. The headings of the eight items are so good we'll reprint them for benefit of the class.

Getting Up in the World—Two-Timer—Whirling Dervish—Ugly Duckling—Commuter—Swallow A Goldfish?—Hot Splashes—Under The Big Top.

You have put glamour into such humdrum things as lifts and trucks and casters. That center tip-on is a lu-lu. (Mr. Hawkins uses a stock sex-appeal colored litho tipped on at bottom edge). Underneath the picture is the wording "Hey, where are you going with that picture?" I'll bet that "Things and Stuff", if not comparable in typographic art to Hig's masterpiece, has at least equal reader attention . . . which is 100%.

## MORE CAR CARD REPLY FORMS

THE APRIL *Reporter* (page 24) told about stitched-on-pads of reply envelopes on car cards of Stumpp & Walter Company, 132 Church St., New York.

Latest we've seen is a car card of New York Mausoleum, Inc., Brooklyn, N. Y., with Business Reply Cards attached.

had already purchased. The copy on the return card was practically the same in all three mailings.

It should also be stated that we have had more telephone calls and so-called "drop in" business than for several years. Our April business has shown the largest volume of small, low priced sales since 1930. We feel that although the card returns were not convincing proof of "hitting the ball," the sales activity which the campaign has stirred up has probably been more than satisfactory. During this period competitive concerns in our territory have found business considerably below last year, and, of course, not anywhere near approaching the 1930 volume.

We realize that this program is far from perfect and would appreciate any comments, suggestions or criticisms which you might offer.

*Reporter's Comments:* Dear Mr. Blake: You are doing a so much better job than the usual "memorial campaign" that it is a shame to criticize. Twenty-eight prospects in a month (plus increased drop-in business) is good business. Our suggestions are as follows: since filled-in return card has worked best for you (and in hundreds of other tests) start at once filling-in the cards for 1st and 2nd mailings also. First mailing otherwise good. Don't change. Your second mailing the lowest in returns—and doesn't look right with three enclosures. Suggest you eliminate historical card and low price marker slip and substitute a straightforward selling letter enclosing the folder (which is fine). All tests indicate returns from a folder improved by adding a letter. Mail 3rd class. Your third mailing letter seems to be negative. It starts:

We have missed your appointment card. Have we failed to give you sufficient information about our principles, our service or our low prices?

It ends:

Whatever the situation in regard to your memorial plans—it will help us immensely if you will return the card properly checked, it requires no postage. Will you help us? Then mail the card today.

Work hard on improving that 3rd mailing. Don't ask your prospect to help you. You don't need help. Make your letter positive and helpful. Your "not interested" prospects will be uncovered in larger quantities in 1st and 2nd mailings by using filled in return cards.

Let us know if returns are increased . . . as, if and when you use these suggestions.

*Reporter's Added Note:* We print the above because it has points which should interest all readers. Will be glad to receive similar problems, but, of course, cannot guarantee to print every one, nor can we promise to give unlimited free counseling service. And this case definitely proves the value of swapping information. All advice given to Mr. Blake has been previously printed in *The Reporter* in the form of reports on tests.

**Two-Way Story.** W. H. Bingham, director of publicity, Celotex Corporation, Chicago, sends us a report on campaign to increase circulation of two dealer house magazines, "Home Improvements" and "Farm Improvements." One four page folder uses a cut-out cover with printed cellophane sheet tipped-in. Story on cover is about *bad business*. Lift the cellophane—and the picture changes to good business. Many adaptations of this idea possible. Mr. Bingham says: "Dealers had their interest stimulated in the importance of using our two dealer house organs, and an incentive in the form of a contest was used with our own organization to increase our subscription list. The drive was centered over the period of one month and cost us exactly \$1,477.04, in return for which we received 40,000 new readers to the paid subscription rolls of the two magazines in a period of 30 days."

# REPORT OF TESTS!

A LETTER from New Zealand:

Thank you for the copy of the Robert Collier Letter Book which arrived safely. We re-wrote one of our own letters after the style of a sample given in his book and a test gave 7.2% replies instead of the previous 4.2%—on a mail order proposition to business men—but we have yet to see whether the percentage of orders will be increased. When we know I'll send you samples and a report.

(Later note: Replies now 8.4%. Bob Collier please note.)

You may be interested in the following results of tests in mailings to business firms—although miscellaneous lists of businesses were used. This was on a mail order proposition on a 5 day free inspection basis. The set-up being a letter, circular, order form and business reply envelope. The service being sold had an appeal for practically all businesses. In most instances each classification was split in half for the purpose of the tests.

Tests A and B were made on the 1938 Campaign while the others were made in February on the 1939 Campaign.

In New Zealand there are two rates of postage for letters or circulars. The letter rate, i.e. sealed envelope, is 1d for first ounce or fraction thereof—the circular rate, i.e. tucked-in flap or postage-saver semi-sealed is ½d for each 2 ounces or fraction.

The drawback to mail order propositions in New Zealand is the small population, approximately 1½ millions. We often envy you in America where you can mail millions when you strike a "winner."

The mailings themselves were very profitable—and as the idea was all carried out with our own facilities—proved well worthwhile.

Should you consider any or all of this matter suitable for publication in *The Reporter* you may do so.

C. MOFFAT, Manager,  
L. T. Watkins, Ltd.,  
176-186 Cuba Street,  
Wellington, New Zealand.

## THE TESTS

TEST "A"—1,000 MAILED. "Caption" heading—½d postage, i.e. postage-saver semi-sealed envelope:

- 500 asked for "cash with order" and brought 8 replies, none of which were returned.
- 500 stated "no remittance is necessary now" and brought 23 replies—six of which returned the Service—giving a net 17 sales. One of these proved a bad debt.
- This test proved once again that asking for "cash with order" does not pay.

TEST "B"—2,144 MAILED—½d POSTAGE—POSTAGE-SAVER ENVELOPE:

- 1,072 were "filled in" "The Manager" with the name and address of the firm and brought 47 replies.
- 1,072 had a caption heading instead of the "fill in" and brought 52 replies.
- "Filling-in" brought less replies than the "Caption Heading".

TEST "C"—1,061 MAILED:

- 500 were "filled-in" The Accountant with name and address of the firm and mailed under 1d postage, i.e. letter rate in sealed envelope, and brought 30 replies.
- 561 had a "caption heading" instead of the "fill-in" and were mailed under ½d postage in postage-saver semi-sealed envelopes and brought 23 replies.
- The "filled-in" letter with 1d postage proved more profitable.



## ANOTHER LICENSE BLOTTER

MARCH *Reporter* (page 8) told about novel blotter used by Neil's, Inc., Elgin, Illinois, to announce change of name, location and phone number, using a simulated Illinois license tag.

Here's another sample from Marshall & Bruce Company, Nashville, Tennessee, cut out to show unusual shape and color of Tennessee license plate. It is a good idea.

## FORGET HITLER

WE LIKE the good advice contained in circular letter sent out by Babson's Reports at the time of the last war scare. Here are first three paragraphs.

FORGET HITLER—AND TAKE ADVANTAGE OF TODAY'S OPPORTUNITIES!

"I am going to wait to see what Hitler does next before I do any buying," is a typical comment today. Thus the American public is fooled into thinking that the European poker game will lead into an immediate war.

Remember last September when the radio was screaming war? Investors were frightened into dumping good securities in spite of sound fundamental conditions. Yet, Babson clients were told that there would be no war in 1938 and to *buy good stocks which were selling on the bargain counter!*

Commentators are again shouting war. *But don't be deceived.* Despite the current feeling of uncertainty and market weakness, real gains are being made all along the industrial and political fronts. The Washington picture is improving. The utility deadlock is broken. The railroads are on the upgrade. Some real fireworks are due in the weeks ahead. *Will you be prepared?*

\* \* \*

That's telling them, Mr. Babson. If somebody can now discover some way to declare an armistice or a complete vacuum on all news originating or inspired by the cavity under a Charlie Chaplin mustache, the business men of America would unconsciously continue to promote their businesses with vigor, vim and vitality.

## NEWS NOTES ABOUT D.M.A.A.

1. Membership Committee has secured 35 new members during past two months.

2. Frank Egner, Chairman Program Committee for 22nd annual convention, has completed program outline and received approval of Board. Theme will show direct mail as Managements General Utility Tool. There will be three big general sessions—each one covering actual case histories of successful applications for specific purposes. There will be plenty of departmentals such as Direct Selling, Better Letters, House Organs, Social Service, Industrial, Retail, etc. . . .

D.M.A.A. member, W. M. Kiplinger, Kiplinger Service, Washington, D. C., has agreed to be the one and only speaker at the opening luncheon September 27th. That spells success.

3. The D.M.A.A. Board will meet June 19, 1939 in the Hotel Roosevelt. Anyone having suggestions, criticisms or other matters of interest is invited to address letters to the Board for attention at that meeting.

4. The D.M.A.A. Library has a new staff. A complete audit is being made of all material. A new method of filing and storing is being installed to take care of the enormously increased material.

5. First notices about Convention have just been mailed. A special registration price is being offered to all who register in advance. \$15.00 covers all activities, including sessions and departmentals, opening luncheon, annual banquet and dance.

Everyone expecting to attend this one big direct mail event of the year is urged to register now—and to make immediate reservation for a room at the Roosevelt. The World's Fair is an assured success. Rooms will be at a premium . . . but the Roosevelt has promised to take care of D.M.A.A. Convention delegates if the rooms are reserved early.

## PAPER FOR THE FAIR

SALUTE for best paper merchandising job tied-in with World's Fair—goes to the Forest Paper Company, Inc., 87 Vandam Street, New York, for 9" x 14" 4 page folder advertising Fortune Cover in accurate World's Fair colors (orange and blue). To interest retailers in tying-in with the Fair. *Your reporter* is still on the watch for good examples of Fair merchandising.

### TEST "D"—1,135 MAILED:

559 were "filled-in" The Accountant with name and address of the firm and mailed under 1d postage—replies, 25.

576 had a "caption" heading and were also mailed under 1d postage. Replies, 38. The extra expense of "filling-in" was not warranted.

### TEST "E"—2,205 MAILED:

1,105 were mailed under 1d postage, in a window envelope. Replies, 52.

1,102 were "filled-in" The Accountant and mailed under 1d postage in an ordinary envelope. Replies, 63.

Addressing the envelopes was well worthwhile.

### TEST "F"—2,500 MAILED:

1,250 had a "caption heading" and were mailed under 1d postage. Replies, 57.

1,250 had a "caption heading" and were mailed under 1/2d postage. Replies, 42.

The sealed envelope and 1d postage more than paid.

### SUMMARIZED RESULTS OF A MAIL ORDER CAMPAIGN 1938

1st Mailing	500 A	8 replies	1.6%	8 orders	1.6%
£1		— returns			
	500 B	23 replies	4.6%	17 orders	3.4%
					(1 bad debt)
(Test Mailing)		6 returns	26%		
2nd Mailing	1,028	89 replies	8.6%	77 orders	7.4%
12/6		12 returns	13.4%		
(reduced price)					
3rd Mailing	2,144	113 replies	5.2%	94 orders	4.3%
12/6		19 returns	16.8%		
4th mailing	1,586	111 replies	6.9%	101 orders	6.3%
12/6		10 returns	9%		
5th Mailing	1,200	53 replies	4.4%	46 orders	3.3%
12/6		7 returns	13.2%		
	5,958	366 replies	6.1%	318 orders	5.3%
		48 returns	13.1%		

N.B.—Unpaid as at 3/39—12—3.7% of orders.

### SUMMARY—RESULTS OF MAIL ORDER CAMPAIGN 1939

This was a follow-up mailing to the same lists used for 1938—the letter and circular being changed—the price being the same.

1st Mailing	1,061	53 replies	4.9%	47 orders	4.4%
		6 returns	11.3%		
2nd Mailing	1,135	63 replies	5.5%	53 orders	4.6%
		10 returns	15.8%		
3rd Mailing	2,205	116 replies	5.2%	106 orders	4.8%
		10 returns	8.6%		
4th Mailing	2,500	99 replies	3.9%	84 orders	3.3%
		15 returns	15.1%		
	6,901	331 replies	4.7%	290 orders	4.2%
		41 returns	12.3%		

Percentage of bad debts not yet available.

*Reporter's Note:* All of the readers of this magazine should thank Mr. Moffat for his clearly worded report. We have frequently offered our pages to report all tests. The reports are few, because we do not get them. Why don't more of you folks unbend, or start keeping your records straight?



# A LETTER ABOUT PUBLIC RELATIONS!

DEAR MR. HOKE:

Congratulations on your piece in the April issue about direct mail as a tool in public relations! As one who has studied him from many angles, I can assure you that this new baby (called public relations) is the biggest blessed event born to American business in the past half century. To be sure he is still an infant, often drewling at the mouth; but he is strong and lusty, a true child of destiny whose job it is to make political democracy and machine-age capitalism work together for the benefit of the American people.

In this job, on which the whole future of the U. S. A. depends, direct mail can and should, play a large and vital part. Why? Because this educational problem involves a greatly increased communication between the major groups who create and control public opinion. These organized groups include: manufacturing, finance, labor, agriculture, retailers, distributors, consumers, government, education, science, religion, radio and the press. Today all these groups are working at cross purposes, either ignorant of, or indifferent towards, the objectives of one another; or selfishly pursuing their individual advantages. This situation breaks down national unity and stalls the national economy, as in the case of the present impasse between business and government. These group conflicts lead naturally towards fascism.

It is the destiny of the public relations baby, as he grows older and wiser, to play a leading role in establishing cooperation, mutual understanding and a sense of national responsibility and citizenship, among these warring groups. Indeed the American system has become so vitally integrated in the actions and reactions of public opinion, that even our private lives often have far-reaching public effects. We are ruled not by individuals but by the conflicting pressures of great groups and their spokesmen.

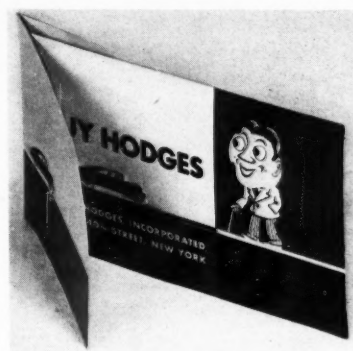
Today, direct mail is the most efficient, direct and economical medium for the building of cooperation and elimination of ignorance and misunderstanding which are tearing democracy and capitalism apart. Public relations are moving gradually from a company and industry point-of-view, towards a national point-of-view. This means, for instance, a constant reeducation of the economic groups (who represent tax collectors, tax payers, industrial labor, industrial management, banking, retailers and consumers) in the public responsibilities inherent in the close mutual relations between these groups.

No nation can long survive while its controlling groups are vitally *interdependent* economically, yet *indifferent* or *antagonistic* to one another's problems, attitudes and emotions. In this field of group-understanding and good-will, which is the essence of national public relations, direct mail is the most practical, specific and economical agent of communication.

Yours for public good-will and group-cooperation, direct mailed,

COLBY DORR DAM,  
Former Editor, Public Relations Magazine.

*Reporter's Note:* Thank You, Mr. Dam. This makes Trend No. One more complete.



GUY HODGES, New York, perpetual creator of tricky mailing pieces . . . has one now that keeps them guessing. As you open folder, car moves toward right and man's head moves around to watch car. What next?

## A NEWSPAPER PREACHES ABOUT LETTERHEADS

The following item appeared on the editorial page of the *Fort Morgan Times*, Fort Morgan, Colorado. It was reprinted in the March issue of "Trustworthy Events", the monthly sales bulletin of the Universal Litho and Stationery Company, Chicago, Illinois.

### USING ATTRACTIVE OFFICE STATIONERY

Secretary L. D. Fairfield of the Chamber of Commerce has set a good example by the adoption of an attractive class of stationery in his business. It is a style of stationery that will catch the eye of any person who may be addressed. With the use of a two-color letter, a novel design of type, a reproduction of a fort building over which the flag waves, and the cut of a model sugar beet with the foliage, it is one of the neatest letterheads we have seen, and yet a modest and dignified piece of work.

The average business man carries on a good deal of correspondence in the course of the year. The stationery he uses is a means by which he represents his business. Anyone accustomed to receiving letters from business firms is aware of the impression the letter makes on him. The artistic letterhead and envelope make a much more favorable impression than the crude design and poorly printed stationery.

Secretary Fairfield's stationery brings out a lesson on the influence of artistic and individualistic stationery.

## DIRECT MAIL PROGRAM FOR A.F.A. CONVENTION

ON TUESDAY, June 20th at the Waldorf-Astoria Hotel, New York, J. S. Roberts of Atlanta and May O. Vanderpyl of Detroit (co-chairman) will present a streamlined direct mail clinic as part of the 35th Convention of the Advertising Federation.

Although the registration fee for the entire convention is \$5.00, Messrs. Roberts and Nahm have arranged a special one departmental rate of \$1.00.

*Morning, 10 A.M. to 12:30*

Chairman L. Rohe Walter, The Flintkote Company, 50 West 50th Street, New York.

1. How to Get the Most for your Money in Postal Expenditures (What to do and what not to do with postage stamps)—Thomas Quinn Beesley, National Council of Business Mail Users, Washington, D. C.
2. How to Put your Direct Mail in a class by Itself (The critic of *corny* advertising tells all . . . and how)—James T. Mangan, Mills Novelty Company, Chicago, Ill.
3. How to Measure Sales Appeal in Direct Mail Advertising (Charts to Pre-Test your Appeal)—George Danworth, Sales Consultant, Boston.
4. How to Keep Your Customers in the Habit of Buying from You (Modesty may be a Virtue but . . . )—Jack Carr, Lutz, Florida.

*Afternoon*

Chairman J. E. Blackburn, Jr., Director of Circulation for McGraw-Hill, 330 West 42nd Street, New York, N. Y.

1. How to use Direct Mail as a Salesman's Stimulant (Hand in hand with your Salesmen for More Sales)—Arthur W. Theiss, Ohio National Life Insurance Company, Cincinnati, Ohio.
2. How Your Direct Mail can be improved by Applying the Successful Showmanship Principles of Point-of-Sale Advertising (Beg-borrow-or-steal ideas for catching and holding readers)—Frank Gonda, Einson-Freeman Company, Inc., Long Island City.
3. How to Use Direct Mail for Cooperative Effort!—John W. Ladd, United States Building and Loan League, 333 North Michigan Avenue, Chicago, Illinois, President of Chicago Direct Mail Club.
4. How to Get the Facts you need . . . by Direct Mail—Leonard J. Raymond, Dickie-Raymond, Inc., 80 Broad Street, Boston, Massachusetts.

## ADVERTISING SPACE FREE

IN ORDER to introduce a good example, we take a sermon from some copy issued by Fred Randolph of Heco Envelope Company, Chicago. (Offstage whisper: These suppliers know that *your reporter* won't use their stuff unless he believes it . . . and there have been plenty of arguments.)

### The copy:

Advertising men were startled a few years back, when the space on the sides of express trucks was contracted for by great advertisers who appreciated the value of such traveling billboards. Here was a new medium of advertising!

Seeing these traveling billboards, discerning business men came to a realization that the sides of their own delivery trucks provided unused free advertising space. All that was needed to reach the large audience that their trucks passed every day anyway was to paint advertising on them. So they did likewise.

Many advertisers today are overlooking another such opportunity that lies hidden on the shelves of their own stationery stock rooms. Thousands of envelopes, with nice, white waste space that has already been paid for. Highly selective circulation by direct postal distribution to customers and prospects only. Front page position next to the most important reading matter there is—the customer's or prospect's own name!

If you were offered "ADVERTISING SPACE FOR RENT—FREE" on a magazine page, a billboard, an express truck or almost any place, you'd jump at the chance. So why not advertise on your own mail-traveling billboards? Space free—circulation free—preferred position—all that is needed is a little printer's ink! Can there be cheaper advertising anywhere?

Charles Snyder of the Bankers Commercial Corporation, 270 Madison Avenue, New York, showed *your reporter* an envelope which contains their latest promotion piece, entitled "All the Facts." Printed on the back of the envelope was this good explanation:

THIS ENVELOPE CONTAINS—a summary of good arguments in favor of the old line dealer-finance company method of financing.

It is submitted for the use of your salesmen in your showroom. The text is addressed to your customer. It was written that way for two reasons.

First, because that is an excellent way to present these sales points to the sales force. Second, because if you leave it around your salesroom where customers can pick it up, they can get the story at first hand.

If your salesmen would like extra copies printed on paper that can be folded—we will be glad to supply them.

That is using the envelope for a logical, attention getting purpose. It is absolutely true that more attention should be given to the envelope. They, like return cards, are usually the last thing planned. Good advertisers are fast becoming *envelope-conscious* and are designing them "to fit the piece."

However, there should be a word of caution. Here is part of a letter received by Hunter Snead of McGraw-Hill, New York City, which opens an argument.

At the risk of being considered a meddlesome old woman, may I make a suggestion to you? I very frequently follow the practice of throwing envelopes without corner cards and with 1½¢ postage on them in the wastebasket without even opening them. Just this afternoon, contrary to my usual custom, I opened one of these envelopes and found that it contained "What's New in Electrical World". This is one of the things that I enjoy reading, and consequently realized that I almost missed it because there was no corner card on the envelope. Here is a reaction which I thought you might like to have, and you may take it for what it is worth. Postage isn't important, but I think the corner card is.

Now . . . is that reaction 100% correct? *Your reporter* does not

believe that it is. Sometimes on a *continuous, rapid-fire* campaign, it has been found advisable to leave off the corner card and all outside or envelope identification. There are times when you want the prospect to get into the piece without suspecting the source. That is why R.K.O. sometimes uses fictitious or hypothetical corner cards; that is why Dickie-Raymond sometimes use a high-sounding research name when making a mail survey. That is why even *your reporter* sometimes uses a blank envelope, hand addressed, when he has been pestering a certain list repeatedly and doesn't want them to throw away the envelope unopened when they see who it is from.

In other words, don't be swayed one way or the other by any fixed rule. There is a right way for your own business. Study your envelopes just as carefully as you analyze your booklet or your letterhead. If you have a "Phoenix Flame" (or a *Reporter*) which you know everyone wants to get . . . go the limit on envelope design and advertising for the first important impression. If you have a situation when approach must be cautious . . . be cautious, conservative and possibly mysterious, with your envelope. For your routine business correspondence, it pays to use an envelope that competes for favorable attention. Those of you who have received letters from *The Reporter* know that it is hard to miss that envelope in your morning mail.

#### OFFERING A \$2.00 PRIZE

E. S. Sawtelle, vice president and general manager of The Tool Steel Gear and Pinion Company, Cincinnati, Ohio sends *your reporter* an unusual circular which offered a prize for those who caught a trick line. The letter explaining it reads in part:

Note the suggestion for return on circular about rolls.

This was sent to a mailing list in the steel industry and we had 26% replies, i.e., 26 out of 100 came back with the clipping and asked for the \$2.00. A number of them wrote flattering and friendly letters with their comments. We were told by several that they had seen the item but did not send for the money—indicative that possibly 26% was not the full readers' attention that we had gained.

While this looked pretty good for a test return, we might say we tried the same thing in another industry with a different bulletin and the results were very much less, around 5%. We are trying a similar test in still a third industry now.

This circular and test has two functions; first, we would like to know to what degree our circulars are read; second, we think that it is a fine psychological effect when a man can pride himself that he caught the trick line and collects upon it—and likewise, a good thing for our salesmen to kid the man who failed to do so.

We had never seen this idea tried before and were quite enthusiastic about the results obtained, particularly about a number of very friendly letters that came in along with the coupon.

*Reporter's note:* I like your fact-giving circulars,—but especially your desire to get the facts about reader attention to your circulars.

Incidentally, congratulations to United Business Service for prompt action in sending out a form letter to all subscribers—warning them that week-end changes in Europe necessitated changes in forecast mailed just previously.

**What Happens to Direct Mail?** Remember the story in January 1939 *Reporter* about survey made by Industrial Advertisers? Just a plain story. The Chartmakers who furnish Pictographs (charts with symbolical figures to indicate volume) later made such a chart for the "What Happens to Direct Mail?" survey. It was printed in Sales Management, but you can get a copy by writing to Harriet Edmunds at 202 East 44th Street, New York. This is *Realism* applied with nothing more than a sheet of paper and ink. Type of presentation made it alive—something different than plain type.

#### HOUSE MAGAZINE FORMATS

FOR THOSE of you hunting for format ideas . . . we reproduce two good ones.

*West Penn News*, published by the West Penn Companies, Box 1376, Pittsburgh, Pennsylvania. Editor—H. S. Metcalfe; 16 pages; 9¼ x 12. Now in Vol. XX, No. 2. Newspaper format.

*The Bulletin*, published by The Creamery Package Mfg. Company, 1243 W. Washington Blvd., Chicago, Illinois. Four pages; 10¾ x 16. Now in Vol. XII, No. 1. Published like a rotogravure picture section.



#### AN UNUSUAL USE

I AM HANDING YOU three mailing pieces which I think you will find interesting. They at least represent something new in the direct mail field because they indicate an effort on the part of one of the thousands of American youths who is determined to create his own small niche in the business world even during his educational years.

This young man has been successfully soliciting printing business in metropolitan New York during his summer vacations, and the enclosed three mailing pieces were mailed out to his customers during the past winter. They have proven a great aid in maintaining his contacts through the months that he has been away at school.

E. Hicks, Advertising Manager  
William Zinsser & Co.  
516 West 59th Street, New York

*Reporter's Note:* They are good. Made on photographic paper 5" x 8". Each has a picture of a college scene. Handwriting underneath gives news coupled with desire to get back on the job. It could easily be done badly—but this is just right.



## REPORT ON A QUESTIONNAIRE!

THE NEW OFFICERS of the Direct Mail Advertising Association recently sent a questionnaire to all members listing all services and activities and asking that the list be checked for those that should be retained . . . with double checks for those most important. It is gratifying to know and to report that *The Reporter* (being the official publication of the Association) received the highest number of total checks as a *must continue*. Other activities in the top brackets . . . information service, specimen-bulletins, annual convention, Direct Mail Leaders contest.

## THANKS FOR THE GAVEL!

JUDGING from your line-up of lectures, your direct mail course should be very worthwhile, and I am looking forward to taking it with a great deal of pleasure. We manufacture the finest line of gavels made, and I am sending one to you with my compliments to conduct the meetings. You might be interested to know we sell them by mail everywhere—to the trade only.

Samuel E. Gold  
Sales & Advertising Manager  
Lignum-Vitae Products Corporation  
Jersey City, N. J.

## LOOKING GLASS LETTER

THE MAIL ADVERTISING Service Association for promoting attendance at its fine annual luncheon in New York, used the old but good stunt of pasting a polished metal mirror at left of letterhead above filled-in one line salutation. Letter started:

LOOK, Mr. Smith:

. . . you see before you the wide-awake features of a direct mail expert.

. . . a person not only skilled in the mechanics of the lettershop business—but astute enough to keep in touch with modern merchandising and advertising trends.

. . . in short, you see before you the one who will be present at:

*The Annual Mail Advertising Service Association Luncheon.*

Incidentally, the bulletins sent out by local New York M.A.S.A. secretary are models for any Association. Get some member to show you one. Short, breezy, informative items. If *this reporter* gets sick or has to go fishing sometime, he will try to get Felix Tyroler to be guest editor.

# A MAIL SURVEY FROM ENGLAND

HERE IS A LETTER mailed May 16th from London. The results of the Questionnaire confirm so well the research printed in August 1938 *Reporter* and on a so much larger and more conservative list . . . that we reprint all questions, answers, and Wellington Comments (which are in italics under each question).

## The Letter:

I thought you would be interested to see the last two copies of our house organ, "The Modern Scribe".

The first one carried a questionnaire form and was sent out to over 2,800 typical business houses in an endeavour to ascertain what happens to Direct Mail when it goes into the average office.

This questionnaire created considerable interest and over 23% replies were obtained, i.e., 646 replies. A consensus of these replies is given in the second house organ.

So far as we know this is the largest survey of its kind conducted in this country and the results obtained may be of interest to your readers.

MARTIN H. PERRY, *Director*  
The Wellington Press Postal Advertising Services Ltd.  
132-5 Long Acre  
London, W.C. 2, England

## The Survey and Results:

	RESULTS
1. Who opens incoming mail at your office when it is addressed to the company and not to an individual?	A senior executive..... 48.5 A junior executive..... 15.66 A post clerk..... 35.84

*A reply which shows that 50% of letters are opened by a senior executive, even when they are addressed only to the company. A third are opened by post clerks, and this point should be studied with question 3.*

2. When it is addressed to an executive by name or title, who opens it?	The executive addressed.. 75.04 His secretary or assistant.. 20.52 A post clerk..... 4.44
---	---

*These answers reveal that 95% of Direct Mail material addressed to an executive by name or title—the "or title" is important—is either opened by him personally (75%) or by his immediate secretary or assistant (20%).*

3. When advertising matter is addressed only to the Company is it distributed to the executive most likely to be interested?	Yes ..... 96.5 No ..... 3.5
--	--------------------------------

*A most enlightening result. Over 96% of advertising matter opened by post clerks is distributed to the appropriate executive. Waste paper basket pessimists please note.*

4. Has any junior the authority to destroy postal advertising matter before it is seen by an executive?	Yes ..... 3.65 No ..... 96.35
---	----------------------------------

*A striking result. 96% of juniors and post clerks have NO authority to destroy circulars. Additional remarks given to this question can all be summarised in the two words "certainly not".*

5. Are franked or unsealed envelopes sorted separately or opened any differently from those sealed or bearing a ½d stamp?	Yes ..... 11.6 No ..... 88.4
---	---------------------------------

*Here we find that the idea of Direct Mail matter being separated from normal post is not true in at least 88% of cases, and remember, even the other 12% is taken care of by question No. 3.*

6. If "Yes", how are they handled differently?	
--	--

*The answers given to this question are two-fold. It appears that the 11.6% of unsealed matter is sorted separately either because it is regarded as of secondary importance, or because of envelope opening machines and other purely mechanical reasons.*

7. Tick the day or days of the week on which you receive least correspondence.	Mon. 47.95	Thur. 8.8
	Tues. 9.26	Fri. 6.98
	Wed. 5.61	Sat. 21.4

*This question was prompted to see whether there is a greater influx of mail on certain days, and it is obvious from the analysis that Monday and Saturday are the two days when least post is received. The advantages are somewhat offset by the "Monday morning feeling" in the one case and by the fact that many executives are away from the office on Saturday morning.*

8. Do you ever cast a letter unopened into the waste paper basket if you do not know the sender or contents? Read the next question before answering.
- |           |       |
|-----------|-------|
| Yes ..... | 3.82  |
| No .....  | 96.18 |

*This result should be printed on silk in letters of gold and delivered by registered post to all lecturers on advertising and to all trade magazines, newspapers and advertising "experts".*

9. If the type of envelope or a printed name on the envelope tells you that it is advertising matter from a company which does not interest you, do you then throw it away unopened?
- |           |       |
|-----------|-------|
| Yes ..... | 16.39 |
| No .....  | 83.61 |

*The object of this question was to determine whether a printed envelope lowered "attention value", and replies show that it does by some 16%. We have frequently advocated unprinted envelopes and this result supports our opinion.*

10. If a postal advertising shot does interest you, do you like to find a business reply card or envelope enclosed ready for your use?
- |                  |       |
|------------------|-------|
| Yes .....        | 83.17 |
| No .....         | 9.21  |
| Immaterial ..... | 7.62  |

*Here again, we always urge the use of business reply cards and envelopes where the mailing calls for the usual type of reply. The results of tests on behalf of our clients have previously proved their value, and these replies again support the contention.*

11. Do you save direct mail matter which is of interest?
- |           |       |
|-----------|-------|
| Yes ..... | 95.88 |
| No .....  | 4.12  |

*Read the last four words of the question and then the high percentage of "yes" replies will show how vital it is to ensure that your Direct Mail advertising is of interest.*

12. Do you object to an advertiser mailing you on a personal matter (like clothes or insurance) at your office address?
- |           |       |
|-----------|-------|
| Yes ..... | 67.33 |
| No .....  | 32.67 |

*This question will be of considerable interest to a number of advertisers. We frankly expected an even larger proportion of "noes," but the proportion is sufficiently large to merit careful thought.*

## THE YELLOW HORDE

TOO BAD *The Reporter* isn't printed in two colors, so that we could reproduce exactly the yellow insert in the January 1939 issue of *The Phoenix Flame* (Hig's house magazine *De Luxe*). Just imagine a yellow sheet of copy paper with typing just so-so, and with plenty of erasures, strike overs, and penciled corrections. We'll give you the copy, which was written for Hig by his friend, R. C. Keefauver:

I AM CHEAP, YELLOW PAPER. Readers of the nation's books, newspapers and advertisements never see me—never even suspect my existence. No printed message ever reaches the populace of the market place on my sallow, unpretentious surface. My life is brief, yet within the short space of time that I hold the center of the stage, the role I play is monumental.

Across my jaundiced face have been written the world's Best Sellers and Pulitzer prize plays; news scoops of fame, failure, fortune and disaster; advertisements that have moved countless millions to action. But before the exact turn of phrase or shade of meaning has found expression, vast hordes of my fellow kind have been crumpled and tossed into ever-waiting waste baskets.

I am the constant companion of author, poet and playwright, but there's no mention of me in the preface of a popular novel, nor in the curtain speech of a successful Broadway play. You will find thousands of my counterparts on the copy desks of every newspaper office, but I carry no news to the eager outside world. I sit in on every conference behind the closed doors of Four-A advertising agencies, but I am never introduced to their prosperous clients.

To me, first, come great ideas, only to be transferred to more beautiful sheets before they make their public appearance. And whether I contain the struggling thoughts of an embryo writer, or the sober reflections of a Claude Hopkins, my fate is always the same . . . to waste basket . . . to oblivion.

Truly an unbecoming end for so faithful a servant.

## SPRING WORDS!

*Jaunty as the first Jonquil of Spring!*

That's how you'll feel as you step out on the Boardwalk to drink in May sunshine and fresh sea air.

That's the start of latest form letter from The Seaside, Atlantic City.

Nancy Burke again! Where does she get these consistently good openings? It must be the iodine in the air. Nancy Burke's campaign is displayed in The Direct Mail Center. We've noticed that some people (including one world known expert) have "adopted" a few of her openers.

## REALISM FOR SPRING!

PART OF A LETTER to your reporter, from E. J. Patrick, T. B. Lee, Ltd. (ready-to-wear for women), Vancouver, Canada:

*"I am enclosing for your attention on our last two pieces mailed. Both proved very successful. These are for the most part made up by myself with a little professional touch added by our local printer. Your criticism on these would be greatly appreciated as I am: an ardent direct mail fan."*

No criticism necessary. Your little folder, 4¼" x 5½" is superb. There is a line drawing representing a single tree branch with a bird standing and singing on it. At two places on the branch a real pussy-willow bud is tipped on. Title "It's Spring".

## VISUALIZING GROWTH

J. S. ROBERTS, advertising manager, Retail Credit Company, Atlanta, Georgia, sends your reporter an excellent folder entitled: "They're on our Pay Roll, but they work for You".

To put across the story that Retail Credit Company has 1,282 thoroughly trained men stationed in 484 cities covering 11,000 towns and cities devoting full time to inspection and reporting . . . and that these men are handling an increasing percentage of all company reports, J. S. Roberts prints in solid red with white outlines a map of the U. S. and Canada. Percentage figures for each state written in black as of June 1938 are stroked out and underneath are placed the figures for January 1939. With exception of five insignificant cases . . . they show surprising increase. A difficult job, better handled than this explanation of it.

But the moral is: take one good talking point about your product or service and dramatize it comparatively.

## REMEMBER SEPTEMBER!

YOU FOLKS who are thinking of attending one or more of the many direct mail or graphic arts conventions the end of September should remember that there is another added attraction. You'll have your own convention, be it the D.M.A.A.—M.A.S.A. — U.T.A. — P.L.A. — I.T.C.A., etc., etc. You'll have the glamorous, exciting, tremendous, soul-satisfying, World's Fair. You'll have a chance to visit The Direct Mail Center.

But, you will also be able to see the Fifth Educational Graphic Arts Exposition at the Grand Central Palace. It is being managed by Fred Hoch. It runs September 25 to October 7. It will be one of the largest exhibits of printing equipment ever staged.

## HOW MANY USES?

SOPHIE SIMON of Edward vom Hofe & Company, 92 Fulton Street, New York, N. Y., checked the "49 Ways to use Direct Mail" chart and reports that both "wittingly and unwittingly" she has been using some 29 different ways to stir up business by direct mail. This includes both the dealer and the consumer trade. Has been using five different forms for direct selling.

Y. H. Condict of McGraw-Hill Publishing Company, Inc., 330 West 42nd Street, New York, N. Y., reports that they use 41 out of the 49 ways to promote business.

E. S. Green, Certain-Teed Products, New York City, reports that his company uses twenty out of the forty-nine ways and ten of the fifteen forms of direct mail.

Rohe Walter of Flintkote also checked and registered 48, which in his case is 100%, as the missing one is No. 49—(soliciting funds for charity).

## VOTE ON SIGNATURE

ROBERT ORR of Lansing, Michigan, appeared at the Direct Mail Center on May 18th to conduct his famous letter analysis clinic for students in Direct Mail Course.

During the heated discussions the question was raised whether the *full name* of the dictator should be typed at bottom of letter (as advocated these many years by *this reporter* so that illegible signatures can be understood). Bob put it to a vote. 100% in favor of typing name at bottom. Two to one in favor of name typed at bottom left before typist's initials, instead of under or over signature.

## MORE NEWS ABOUT THE BUSINESS REPLY LABEL . . . AND PATENTS!

MARCH REPORTER (page 10) praised "new stunt" of Bloomingdale's (N. Y.) . . . inserting a Business Reply Label form in newspaper advertisement so customers can clip, paste on envelope and mail in order without postage. We thought it was a *first*. R. J. Flynn, president of Lessing Advertising Company, Inc., 910 Walnut Building, Des Moines, Iowa, tells us:

It is a splendid idea and one which I hope will become of general use providing the post office permits it other than on an experimental basis.

However, the one inaccuracy in your story is the impression that Bloomingdale's experiment was the first time a business reply form was ever handled in this way. While we do not know whether we were the *first* to use a similar form as part of an advertisement, we prepared a page advertisement for the Berry Seed Company which appeared in the January 20th, 1934 issue of Wallaces' Farmer & Iowa Homestead of Des Moines, Iowa. At that time we had never seen anything of this kind and we, too, had to secure special permission from the post office department to try the experiment.

So that's that! Sorry to take any of the glory away from George Jellinik, but it is another demonstration that it is hard to find anything really new in this direct mail business. Which is why *your reporter* sticks to his guns on the ridiculous patent situation. But in spite of all that we say, the patent racket is getting bolder and more brazen. Only when printers and users refuse to pay tribute will it be cleaned up. Just a few days ago we learned that one of our readers couldn't get a certain form printed because his printer was afraid to violate a "patent" which we definitely proved *worthless* in the September 1933 issue of *The Reporter*. The holder of that patent is still claiming protection, and bluffing producers and users. We may find a way *yet* to bring the case to court. New patents are appearing, and they get sillier. We repeat again—"don't pay tribute."

The best part of the situation is that there are so many more people who are willing to pass their ideas along for the good of selling. Like George Jellinik, who released full details about his "stunt" to all department stores.

Lit Brothers' in Philadelphia created a fine adaptation of the Bloomingdale stunt. Full page ad in April 16th *Philadelphia Record* announced a "new easy no-cost way to shop by mail with Mailits." Business Reply Label in ad could be used to write in for a book of gummed reply labels (no postage required). Book 2 1/4" x 4 1/4" contained 10 labels. Interspersed cards give selling information. Back cover a return card to order another book of labels. Good idea. The name "Mailits" is copyrighted by Lit Brothers' but the idea is as free as the air because no one can get a monopoly on any type of postal service.

## A GOOD OPENER?

First part of a letter received from the promotion office of The Henry F. Henrichs Publications, Litchfield, Illinois:

Please, sir:

A salesman would take half an hour of your time . . . this letter won't take over two minutes, and will accomplish as much. As a matter of fact, there are only three answers you could give to this letter.

They are:

"Yes."

"No."

"I'll think it over."



# POPPING THE QUESTION

So much has been said and unsaid about *the envelope*. That has been a sadly neglected part of the picture. One of the cleverest expositions of the subject was contained in *Envelope Economies*, copyrighted house magazine of the Tension (and Berkowitz, Kansas City) Envelope Corporation, 33 to 37 Thirty-Fourth Street, Brooklyn, New York. We asked Walter Berkowitz for permission to reprint. Capitalizing on current rage for quizzes—here is the copy.

\* \* \*

## A QUIZ TO HELP MAIL USERS FIND OUT WHAT'S RIGHT AND WHAT'S WRONG WITH 1939 CAMPAIGNS

Are you stuck with a direct mail problem, worried whether your 1939 efforts will click? Test yourself on these proven facts of direct mail advertising. If you score twelve or more right—and practice what you preach—we won't be surprised if your direct mail results climb to a new high.

1. In order to get an idea how effective a mailing piece will be you should:
  - a. Hand it to your wife, her mother, and the lady next door and listen to what they have to say about it.
  - b. Ask your secretary how she likes it.
  - c. Ask an expert what he thinks.
  - d. Make a test on a representative mailing list.
  - e. Imagine yourself as the recipient and try to think how he would feel about it.
2. Your campaign will "click" better if you select a clever headline and illustration for the envelope and use it throughout the series. True or false?
3. Lowest sales costs result from using which class postage:
  - a. Third class—1½c each.
  - b. Class of 1939.
  - c. First class.
  - d. Frank of a purged senator.
  - e. Bulk mail rate—1c each.
4. It is most important that copy on the envelope should include:
  - a. A picture of your product.
  - b. A picture of a pretty girl.
  - c. A tie-up with what is inside the envelope.
  - d. The word "FREE".
5. Should you send direct mail to a prospect when your salesman will soon have a face-to-face talk with him?
6. Advertising copy on an envelope is like:
  - a. Buying an ad in the classified column.
  - b. Winking at a girl in the dark.
  - c. Advertising on the front page of a newspaper.
  - d. Throwing money out of the window.
7. What kind of stamps help increase returns on Third Class Mail?
  - a. Rubber stamps.
  - b. Commemorative issues.
  - c. Hawaiian stamps.
  - d. One-half cent precancelled stamps.
  - e. Two-color postal indicia.
8. You want your customer's name imprinted directly on a folder or letter you are sending him. How can you save the time and expense of writing it also on the envelope?
9. The world's greatest salesman is:
  - a. Magazines.
  - b. Billboards.
  - c. The Postman.
  - d. Radio.
  - e. Newspapers.

## ABOUT THE FIFTY DIRECT MAIL LEADERS OF 1939

KENNETH DAMERON, Department of Marketing, The Ohio State University, Columbus, Ohio, has accepted the Chairmanship of The Board of Judges for the 1939 Direct Mail Leaders Contest. He will be assisted by Dr. Nystrom of Columbia University.

Radical changes in the rules for entry have been made. No longer will it be necessary for contestants to undertake the arduous and expensive job of mounting in standard size portfolio.

Instead, the Board of Directors of the D.M.A.A. have decided to charge a modest entry fee. This money will be used to employ skilled binders to mount all winning campaigns.

Those who want to enter will submit two copies of all pieces in the campaign. Each piece is to be labelled with description of its purpose or use. A complete explanation of the campaign must be submitted.

All campaigns entered will be placed on display at the D.M.A.A. Convention at the Roosevelt. The winners will be announced there. In addition, the delegates will vote on the best campaigns in various classes. Cups and prizes will be awarded. These special prizes have been contributed by members of the Board of Directors.

A campaign may consist of three or more pieces—but must have been used during past two years, and the specimens must not have been entered before. The contest is confined to *Users of Direct Mail*. Professional campaigns, such as those of producers or suppliers of direct mail, are not eligible.

The Fifty Direct Mail Leader awards are the high spot of the direct mail year. This is its 12th year. Winners have reaped unestimable publicity and the whole idea has resulted in improved and more resultful direct mail methods. Entries are not limited to D.M.A.A. members. The judges pay no attention to friendship, association, business or geographical affiliations. Quality, technique, good copy and results (estimated or actual) are the deciding factors.

Those desiring to enter should write to D.M.A.A. offices—17 East 42nd Street, New York City—for entry blanks and complete instructions. Final date for entries September 20th, 1939. Entry fee \$20.00. You simply explain and submit specimens. The D.M.A.A. will do all the work of displaying and mounting. If you win, you must be ready to submit at least six more sets of specimens.



*Where Else Can You Buy*  
**LETTERHEADS** *Like this*  
*for \$1.00 a Thousand!*

Send us a sample of your present letterhead and let us quote our MASS PRODUCTION price for QUALITY work on any quantity in which you buy. Our Letterhead Clinic will re-design your old letterhead, if you wish, and submit sketches absolutely free and without obligation, together with our quotation.

**Universal Litho & Stationery Co.**  
 Dept. 25

4311 Diversey Ave. Chicago, Ill.



We invite inquires from  
 mail sellers who wish  
 to increase profits by:

- ① Renting lists of known mail buyers for their own use.
- ② Renting their own lists to other non-competing mail sellers.

**D-R Special List Bureau**

Division of  
 DICKIE-RAYMOND, Inc.  
 80 Broad Street Boston

10. When an account becomes inactive:
  - a. Ignore it.
  - b. Show the customer your firm is certainly big enough to get along without his business.
  - c. Make a note to have your salesman call on the account within the next few months.
  - d. Lose no time in writing him his patronage has been missed, and enclose your newest feature, special offer, etc.
11. A plain white envelope indicates a distinguished organization and will be opened at once. True or false?
12. If the mailing piece is made of the cheapest paper, poorly printed and enclosed in a cheap envelope, you have reached the limit of economy. True or false?
13. What color of envelope pulls the best?
  - a. Pink.
  - b. Blue.
  - c. White.
  - d. Heliotrope.
  - e. Manila.
  - f. Dark brown.
14. Which item in the average direct mail piece costs the least?
  - a. The stamp.
  - b. Your time.
  - c. The art work.
  - d. The paper.
  - e. The envelope.
  - f. The printing.
15. "Self-mailers" bring about the same returns as advertising enclosed in envelopes. True or false?
16. A bill will be paid more quickly if:
  - a. It is disguised as an invitation.
  - b. In a letter you tactfully suggest the recipient write a check, address the envelope, and mail it at once while the matter is fresh in his mind.
  - c. A postage-free business reply envelope is enclosed.
  - d. You threaten to add 10% if the bill is not paid at once.
17. Which makes the first impression on a person receiving direct mail advertising?
  - a. Inside headline.
  - b. Envelope.
  - c. Illustration on enclosure.
  - d. First paragraph.
  - e. Your name.

\* \* \*

You will find answers on Page 22.

## NOTES ON BEING TOO FRESH!

RICHARD COLE of The Earl Allen Company, advertising, Insurance Building, Omaha, Nebraska, sends *your reporter* some samples of recent subscription letters from a magazine which shall remain nameless. The letters are obviously fresh and in one case, starting "Hey fella" obnoxious. One paragraph reads:

"I've deluged you with letters—1st class—3rd class—and some with no class at all. About all I haven't done is get down on my knees and say 'Please, mister, won't you buy my goddam violets?' So I say the hell with it."

Mr. Cole replied to this letter as follows:

Dear Mr. Rosmello, Hey fella!

You do not know me from Adam's off ox, but the letters with which you have been

(Continued on Page Twenty)



TO BE IN THE MONEY, YOU MUST  
TAKE THE LAST HURDLE FIRST



BLUE RIBBON WINNERS  
HOLDING TIME RECORDS  
IN PRESS PERFORMANCE  
AND DELIVERIES

Monoplane Book  
Spring Grove Book  
Pennsylvania Book  
Old Forge Book  
Provenworth Tinted E.F.  
Monoplane Bond  
Pennsylvania Bond  
Provenworth Duplicator

IT IS A MATTER OF TIMING

A winning competitor knows the importance of the last hurdle, and accordingly has trained himself and his horse to ease over the balance of the course so there is something to spare when the last hurdle is reached.

That is timing.

Time is also a major factor in direct mail advertising. Not only is it ruinous to have production schedules fall behind, but it is a losing proposition to miss the scheduled mailing date.

The time factor is a hurdle that must be taken before a mailing piece becomes a profit. Successful business men know on whom they can depend to help them take the hurdle without lost time.

It is more than coincidence that many of the most successful businesses specify Glatfelter papers—because 1) Glatfelter papers are made well, stay flat and print with speed and precision. 2) Glatfelter equipment, large stocks, and location in the heart of the greatest paper buying area in the world make deliveries really fast.

To save time say "Glatfelter."

**P. H. GLATFELTER CO., SPRING GROVE, PA., Mfrs.**

THE PAPER YOU WANT WHEN YOU WANT IT



# YOU can SELL MORE THIS SUMMER direct by mail!

— by concentrating your mail barrage on hand-picked SELECTIVE MOSELY LISTS of responsive MAIL BUYERS and INQUIRERS.

Write today in full to Dept. R-5 about YOUR problems for FREE LIST COUNSEL

MOSELY SELECTIVE LIST SERVICE

Mail Order  Headquarters

230 CONGRESS STREET  
BOSTON

P.S.—And outline YOUR probable Fall and Winter List Requirements NOW so that new, choice lists can be developed for YOU!

"MOSELY has the LISTS"

THE practical, how-to-do-it manual on Layout Making and Advertising Design; a simplified, easy-to-use system which you will find indispensable; by the Instructor, Layout and Design, New York Employing Printers Assn.

## ADVERTISING LAYOUT AND TYPOGRAPHY

By

Eugene de Lopatecki\*

A quick, easy technique for everyone who prepares advertising—with simple methods for choosing and calculating type. Over 40 working drawings and diagrams. Send for \$3.00 a copy

\* Also by Eugene de Lopatecki—  
**TYPOGRAPHER'S DESK MANUAL**

NEW, quicker ways to identify, measure, specify type faces. Using them effectively for text and display. How to choose type to interpret copy, harmonize with illustrations, and print well on paper specified \$3.50

Mail This Form

THE RONALD PRESS COMPANY  
Dept. 226, 15 E. 26th St., New York, N. Y.

Please send me copies of:—  
☐ Advertising Layout and Typography \$3.00  
☐ Typographer's Desk Manual..... 3.50  
Within 5 days after I have received them, I will remit price shown (plus a few cents delivery) or return the books.

Name .....

Bus. Address .....

City.....

State.....

infesting my mail for some time have a tone of intimacy which I should expect only from my closest acquaintances.

However, you are now to have the satisfaction of knowing that I have been reading your letters. (Failure of direct mail appeals, it seems to me, when they occur, are due more to a scarcity of intelligent writers than of willing readers.) You have moved me to action!

That action, however, does not involve a subscription to your magazine, of whose worth you have given me a none too favorable opinion. It involves only an expression of my reaction as follows:

Mister Larry Rosmello, hey fella  
You've a mag that you're trying to sella;  
But your insolent mail,  
Far from making a sale,  
Inspires me to say go to hella!

Mr. Cole unburdens himself to *your reporter* in this fashion:

I've been noticing quite a few of these "clever" letters in the mail of late, and it occurred to me that the writers of them should be warned that such letters get more attention than orders.

The line between friendliness and undue familiarity is a very thin one. Perhaps I'm narrow-minded, but I believe that many people resent too great a familiarity from strangers—but especially so when the strangers are obviously pursuing a selfish purpose.

I also believe that this "why the hell haven't you bought" or "I'll give you just one more chance" attitude is poor salesmanship.

Incidentally, since the object of my criticism is a publisher's mailing, let me add that I think some of the finest written salesmanship in the country is mailed by publishers—notably the splendid letters emanating from Roy Larson of "Time".

*The Reporter* continues to give me much inspiration and entertainment. I wouldn't be without it. But please don't let loose of Sam Slick—one crystal-clear thinker whose wisdom and far-sightedness shines "like a good deed in a naughty world."

*Reporter's Note:* Dick Cole has given us all some good advice. "The line between friendliness and undue familiarity is a very thin one." Direct mail is the most personal medium. Watch your step that in trying to be clever or personal, you do not offend.

## IT CAN'T BE TRUE!

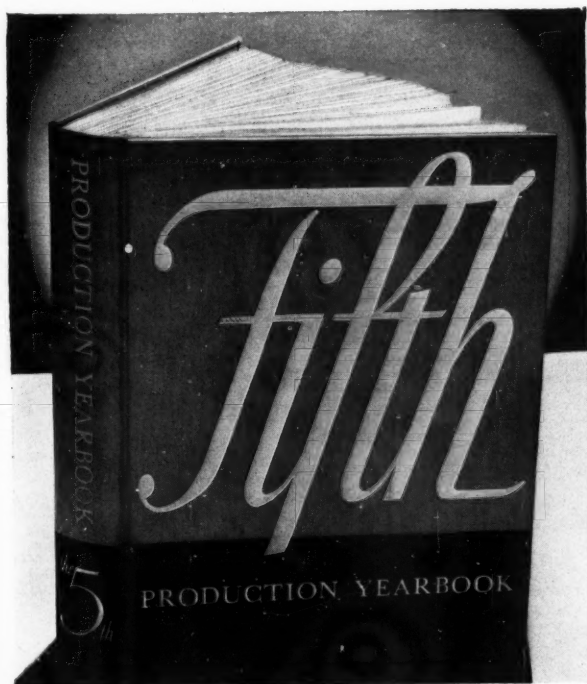
HERE ARE the first two paragraphs of a letter recently mailed by a direct mail producer to solicit business for a trick mailing device:

Did you hear about the colored elevator boy who wouldn't enroll in a home study course? "What, me? Why, bud, ah'se not even gettin' paid fo' what ah knows now."

By the same token, why limit yourself to the usual 2% response to your letters? You can double or triple inquiries—"leads"—orders—with this "blank blank mailer".

Irrespective of the worth or worthlessness of the mailing device in question, any producer who makes such a statement should be "called" by *this reporter*. In the first place, why should any producer say that 2% represents a "usual response to letters," when returns (depending on what is sought) may, and have, ranged from a fraction above zero to close to 100%. In the second place, all the experts agree that no mechanical device or physical change *per se* can double or triple the returns on *any mailing*. Ask any of the fellows who make tests—Leonard Raymond, Frank Egner, George Dugdale, Bob Collier, Andy Gould—and they'll tell you that on identical copy tests,

# "A MONUMENTAL JOB!"



## HENRY HOKE SAYS:

It shoots the works about the whole structure of printing production. It leaves your reporter breathless . . . a monumental job, well done. The price is five bucks, but what's that in comparison to a year's tuition at a University? If you are skeptical, you can see a copy at the Direct Mail Center.

**COLTON PRESS, Inc.**

**114 East 32nd St., New York, N. Y.**

Send me a copy of the 5th Annual Production Yearbook. I enclose check (or money order) for \$5.15. Foreign postage extra.

NAME.....

COMPANY.....

ADDRESS.....

CITY.....STATE.....

*Larger . . More Complete . . More Helpful*

## THE NEW 5TH ANNUAL PRODUCTION YEARBOOK

**JUST OFF THE PRESS**—ready to supply you with the answer to every printing and direct mail production problem from copy to the finished job!

To list **ONLY A FEW** features:

- 150 articles and charts by outstanding authorities.
- 560 pages, 8½ x 11, 4 out of five pages illustrated.
- "Robot calculators"—49 cost curves in graph form for use in automatically estimating printing.
- 1,148 typefaces, available in 8,000 sizes (largest composite typeface directory ever compiled).
- 3,432 measurements on copy fitting of 572 types in various sizes for 12 foundries.
- 219 similar typefaces grouped and compared.
- 900 cost items on estimating 50 kinds of engravings, electros, stereos, mats.
- 15,168 items on paper in the Munder Chart alone. 948 papers and 92 mills represented.
- 350 hints and solutions to common production problems re paper, ink, color, etc., etc.
- 1,274 essential Postal Facts in chart and text form for instant reference.
- 116 envelope sizes, production facts. 308 items on commercial envelope styles and sizes.
- 720 facts on 120 presses (cylinder, rotary, platen, gravure, offset, web-fed and sheet-fed).

Space prohibits complete listing. But whatever you want to know—about printing, photo-engraving, lithography, gravure, electrotyping, photography, preparation of copy, paper, mounting and finishing, duplicative processes, Ben Day screens, etc., etc.—this new edition gives the answer. Order your copy today—and profit from its daily use!

## HERE ARE THE QUIZ ANSWERS FROM PAGE 17

1. (d) Make a test on a representative mailing list.
2. False. Many people who see the same thing over and over again think, "I've seen this before" and may throw it unopened into the waste-basket.
3. (a) or (e) Third class—1½¢; or Bulk mail rate—1c. Most tests prove that Third Class or Bulk Mail rate postage brings as good results as First Class and is much cheaper.
4. (c) a Tie-up with what is inside the envelope.
5. Yes. Your direct mail advertisement introduces both the product and the salesman to the prospect.
6. (c) Advertising on the front page of a newspaper. It is right next to what the customer sees first—his name.
7. (d) or (e) One-half cent precancelled stamps or two-color postal indicia. Test it yourself.
8. Use a window envelope. It will also prevent Jones' letter from going to Smith.
9. (c) The postman. He carries direct advertising, which exceeds all other forms both in money spent for it and in number of businesses using it.
10. (d) Lose no time in writing him his patronage has been missed and enclose your newest feature, special offer, etc.
11. False. Actual tests prove that colored envelopes are FIRST selected from a pile to be opened.
12. False. Throw it in the waste-basket yourself and save the postage.
13. (a) Many tests favor pink, but we suggest you make your own test mailing.
14. (e) Although it forms less one-tenth the cost of the mailing piece, the envelope also offers the most effective "first impression" advertising.
15. False. For example, a projector company received .81 per cent returns on envelopes and .59 per cent on self-mailers. There were even 2,000 MORE self-mailers sent out.
16. (c) A postage-free business reply envelope is enclosed.
17. (b) The envelope.

## NO MORE FEBRUARY

AFTER THE 1939 February issue of *The Reporter* "made the rounds" it was not returned to my file. Is it possible to obtain another copy. I enjoy reading *The Reporter* from cover to cover.

R. T. Eberhart, Service Promotion  
Packard Motor Car Co. of Chicago, Illinois

the difference in physical format makes fractional changes. Fractions of a percent make a lot of difference to the smart mailers. There is no substitute for good copy—and it is on copy appeal that most tests are based. (Although best form, envelope, stamp, color, etc., can be determined by test.) If anyone could discover a *physical device* to make poor copy pull triple results, he could have the mail order world with a fence around it.

In taking a crack at this case without mentioning names, *your reporter* is merely trying to urge producers to tell the truth about direct mail. Lord knows there is enough bunk in advertising. Here we had to find this case after writing last month in Trend 5 that after examining several thousand pieces of mail we had failed to find one piece with an exaggerated claim. Direct Mail doesn't need to be exaggerated.

## HOW IS YOUR FOURTH FUNDAMENTAL? *Sound Advice For Manufacturers*

A LETTER to *your reporter*:

I have always believed the success of any Direct Mail activity by a national manufacturer is based on four fundamentals:

1. *Timeliness.* Does the promotional activity take advantage of an existing market opportunity?
2. *Utility.* Does the promotional plan embrace practical, proven aids to speed sales? Can the plan be understood easily and put into operation with minimum effort by wholesalers and dealers?
3. *Adaptability.* Is the promotional plan flexible enough so that it can be adapted to fit the varying needs and conditions of the local market?
4. *Salability of the Plan to the Trade.* Will the manufacturer's salesmen accept the plan and sell it to their trade?

The first three fundamentals—timeliness, utility, and adaptability—are built into the campaign by those who create it. The degree of success achieved by the promotional plan is, in the final analysis, dependent largely upon the understanding and personal ability of the manufacturer's sales representatives, in whose hands the plan is placed for interpretation to the trade.

This fourth fundamental, *the salability of the plan to the trade*, is all too frequently overlooked amidst the smoke and fire of the creative activity necessary to bring the promotional plan into being. And yet, unless each individual salesman clearly understands the plan; sees how it will help produce more sales in his territory; and has faith in the practical utility of the plan in terms of the local dealers and people who comprise his market, it is doomed to failure despite the excellence of the basic sales idea and the cleverness of its presentation.

Too many merchandisers overlook the vital importance of this fourth and final step. They fail to realize that neglect of this phase of the promotional program is just as incongruous as would be the sending of soldiers into battle equipped with machine guns they do not know how to operate.

The letter is from the hard working, speech making, member-getting President of the D.M.A.A., who is also advertising manager of The Flintkote Company. To prove the point he gives *your reporter* a recent Flintkote broadside which when opened to full 25" x 38" size makes background for a window poster. On day it was mailed to distributors, a four page newsletter went to all sales representatives explaining and illustrating exactly how poster (samples enclosed) should or could be used. That is working the fourth fundamental.

# A MAN NAMED MOSS

**1868**...President of United States impeached!...Men work for a dollar a day...porterhouse steak sells for eleven cents per pound...a re-United States settles down to the greatest period of commercial progress the world has ever known! Yet in

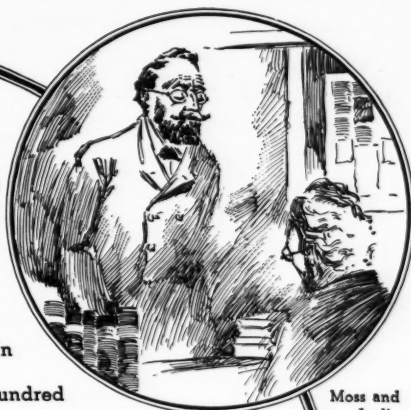
**1872**... a six-by-nine wood-cut costs anywhere up to a hundred dollars... advertisements, for the most part, are still straight type announcements and a man named Moss works as compositor in somebody-or-other's print-shop. This man named Moss is a large man, with a full set of whiskers. And he is a good compositor. But he has ideas!... so, in

**1876**... he takes his ideas to Frank Leslie because Leslie's Magazine uses many illustrations and the Moss ideas have to do with illustration. Leslie sends him to the Plant Superintendent.

"What does a compositor know about illustration", the Superintendent says and the interview is over.

"But these wood-cuts are expensive and I can cut your costs tremendously" says Moss. "When that statement is a fact" the Superintendent answers "come and see me." "When that statement is a fact" Moss booms through his beard "I'll come around and buy this building." And now in

**1939**... That's the man who is remembered as "the Father of Photo-engraving"... that's the man who founded Pioneer-Moss Inc. ... where photo-engraving is a Creative Art and the most skillful craftsmen in a highly skilled craft, work under ideal conditions to honor their calling and bring continued lustre to the memory of this Man named Moss.



Moss and  
Leslie

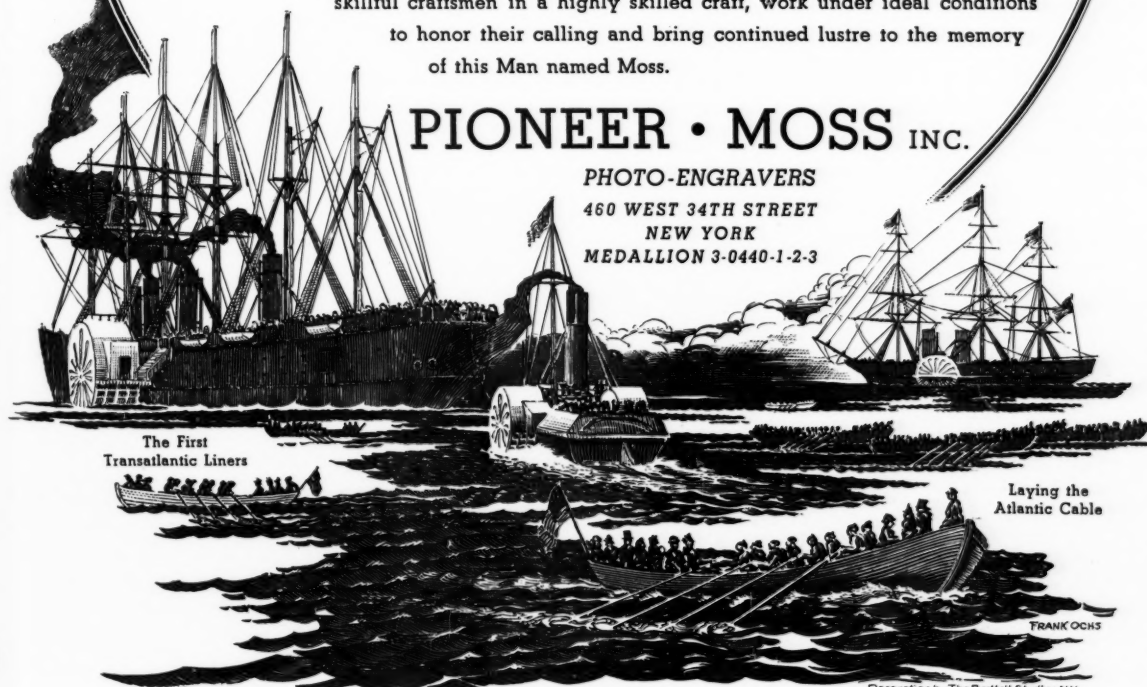
## PIONEER • MOSS INC.

PHOTO-ENGRAVERS

460 WEST 34TH STREET

NEW YORK

MEDALLION 3-0440-1-2-3



Decorated by The Brettell Studios, N.Y.



## Habit . . .

is strong! When I first found my farm in Florida I wanted to "get back to the soil" as they sometimes say.

One day my mule stalled and I crawled underneath with a monkey wrench to find out why he wouldn't go. I'd been in the habit of doing that with my Ford. I got "back to the soil" sooner than I expected.

Speaking of habit, it's a good habit to mail a friendly, little letter to your customers and prospects, every month. You may get back to better business sooner than you expect.

Write me today and I'll tell you how to form that habit.

**JACK CARR**

NEW YORK SUMMER ADDRESS  
414 RIVERSIDE DRIVE  
NEW YORK . . . N. Y.



**1,500,000  
BUSINESS MEN**

**FOR MAIL ORDER AND  
DIRECT MAIL SELLING**

★

These names represent men with responsible positions in business and industry, mostly college educated, in the upper income groups with the ability to pay for quality services and merchandise. Many of the outstanding mail selling organizations have successfully used these lists for several years.

★

For the industrial and trade advertiser, selections can be made by functions, industries, size, location, etc. Hundreds of the leading industrial marketers use these lists exclusively for their direct mail promotion.

★

**TO INCREASE YOUR MAIL  
ADVERTISING RESULTS**

phone or write  
DIRECT MAIL DIVISION

**McGraw-Hill Publishing Co., Inc.**

330 West 42nd Street, New York, N. Y.

## WHERE TO GET MARKET FACTS

WILFORD L. WHITE, Chief, Marketing Research Division, Department of Commerce, Washington, D. C., recently visited the Direct Mail Center and left with his compliments a brand new copy of the 1939 edition of the "Consumer Market Data Handbook." It is an amazing, statistical encyclopedia of market facts for each city of more than 2500 population, and for every county. It enables the small manufacturer to market products on a scientific basis without resort to the library of 118 governmental and private volumes and reports from which these figures were drawn. For example, this new volume gives for each city, number of families, homes owned, business establishments, employees, wages, radios, autos, telephones, magazine-circulations, income tax returns, etc.—some 82 divisions of information.

An example of some of the types of information contained in the consumer market data volume is illustrated by the fact that more money per person is spent in Bakersfield, California, than in any other city of more than 25,000 population. Per capita retail sales in that city are \$942 as compared with the national average of \$270. Nevada is first among states in this respect with a per capita average of \$482. California is second with \$410.

Among all American cities with 25,000 population or more, Brookline, Massachusetts, makes out the largest number of income tax returns per 1,000 persons, and more national magazines are read per family in Phoenix, Arizona, than in any other city in this population group.

The three richest agricultural counties in the country, judged by average value of farm lands and buildings, are Kennedy, Culberson and Crockett counties in Texas. There are more radios per 100 families in Douglas and Eureka counties, Nevada, than in any other of the 3,070 counties in the United States.

It is a fine job. Studying its neatly typed (Varitype) offset pages, made this reporter a little prouder of the fact that he and his sons may live and work in a country which maintains a government capable of doing this kind of a survey for business. Incidentally, you can obtain a copy from the Superintendent of Documents, Washington, D. C., for the enormous sum of \$1.75.

Some day perhaps, it might be possible to get the Department of Commerce to do a real survey job for the Advertising field. With unlimited contacts, and with a fellow like Wilford White holding the reins, much valuable information could be obtained and compiled statistically.

## WHAT IS BEST APPEAL TO A WOMAN

Helen Woodward (mentioned before) said it isn't beauty, money, love, that appeals to the average housewife, as much as "She will save time". No matter what she does with time saved. So congratulations to Ohio Bell Telephone Company for 4½" x 6", 16 page booklet "What Every Woman Knows". Not more than 35 words on any double spread. First page—"Every Woman Knows . . . 1. That her time is valuable. 2. That she wants to conserve her energy. 3. That she likes to have her home run smoothly." Rest of booklet shows time saving advantages of extension phones—simply and effectively done with pictures and captions. Only on last page does it tie-in with money angle in this clever fashion: "Household Arithmetic. 1 ruined steak equals cost of extension for 1 month. 1 scorched shirt equals cost of extension for 2 months. 1 sprained ankle equals cost of extension for many months. 1 emergency, such as illness, fire or burglary equals cost of extension for a lifetime." But, that is marked "A page for husbands."



*W*ELL PREPARED ART WORK AND GOOD COPY ARE NECESSARY  
TO THE SUCCESS OF YOUR PRINTED ADVERTISING; FROM THERE  
IT'S THE FINISH THAT COUNTS. BURLAND'S MASTER CRAFTSMEN,  
WITH EVERY TYPE AND SIZE OF EQUIPMENT AT THEIR DISPOSAL PRO-  
DUCE A SELECT QUALITY OF WORK AT VERY ATTRACTIVE PRICES.

CALL A BURLAND REPRESENTATIVE ON YOUR NEXT PHOTO OFFSET,  
PRINTING OR SILK SCREEN REQUIREMENTS . . . BEEKMAN 3-7060.

**BURLAND PRINTING CO., INC.**  
PRINTERS AND LITHOGRAPHERS  
53 ROSE STREET  
NEW YORK CITY

## EXCUSE THE ERROR!

MAY I TAKE this opportunity to express my appreciation of the many nice things you said about our 1939 AMMUNITION portfolio and contents in your March issue? Many thanks. The write-up should make a good impression on my bosses—all of 'em. I am so pleased with your treatment of my efforts, that I'm not even going to say anything about the way you misspell "ammunition", right up there in all caps.

When returns are in, later in the year, showing results (which, after all is said and done, is what ultimately determines the value of a campaign) I'll give you the records—be they good or bad.

A. G. Husen, Adv. Mgr.  
The Barrett Company, New York, N. Y.

## WHAT MAKES PEOPLE MEAN?

THE BUSINESS REPLY CARD and Envelope arrangement is one of the finest services of the Post Office Department. It is too bad that there are morons running around loose who abuse the "no postage" privilege. We've been trying to figure some way to catch some of these people who get hold of Business Reply Envelopes and send them back with worthless inserts. We heard of one case in Chicago where a man saves up all such envelopes and mails his own advertising in them. He is really stealing. Using the mails fraudulently. He is using postage belonging to someone else. Recently your reporter has received a number of our own envelopes, containing either nothing, or stuffed with circulars. One we know came from a printer. One contained a circular from some Consumer Research Bureau. If any of the readers of this magazine have constructive ideas on this subject . . . send them in. The Post Office should study the situation. We might as well have another law—making it a felony or something to use Business Reply Envelopes for any use other than that intended. Catch a few of the culprits . . . and give them publicity.



## HEADSTANDS ARE OK FOR BABIES BUT NOT FOR YOU...

Do the thousand-and-one details of direct mail campaigns leave you standing on your head?

The best way we know to keep in a sane, upright position is to toss direct mail details in our lap as they come along.

We're well equipped for the job of detail-handling with up-to-the-minute machines, plenty of working space and intelligent supervision. And we've practically every direct mail facility

you may require as the itemization below indicates.

When you hand us an order it includes taking care of the headaches plus a personal interest in turning out your work promptly and to your full satisfaction.

Let us demonstrate our ability to be helpful on the next job that crosses your desk. Out-of-town work handled satisfactorily by mail.

MULTIGRAPHING  
MIMEOGRAPHING  
ADDRESSING  
MAILING

MAILING LISTS  
RENTAL LISTS  
MAIL SURVEYS  
CONTEST JUDGING

RADIO REQUEST MAIL  
PERSONALIZED LETTERS  
MAINTENANCE OF  
PRIVATE LISTS

Kane-Kiernan Organization

## ADVERTISERS MAILING SERVICE, INC.

915 BROADWAY • ALgonquin 4-6666 • NEW YORK, N. Y.

■ COMBINE-VELOPES THE ADVERTISING FOLDER WITH THE ATTACHED ORDER FORM REPLY ENVELOPE. SALES MESSAGE, DISPLAY COPY, ORDER FORM AND REPLY ENVELOPE IN ONE UNIT.  
■ SELF MAILER COMBINE-VELOPES ALL THE DIRECT MAIL ESSENTIALS IN ONE UNIT. FOR EVERY MAILING REQUESTING A RETURN REMITTANCE.  
■ ORDER FORM BIND-IN-VELOPES FOR EVERY STYLE, SIZE, AND CONSTRUCTION OF PUBLICATION OR CATALOG.  
■ ENV-O-BLANKS ■ SELF MAILER COMBINE-FORMS ■ DU-PLEX ENVELOPES  
THE SAWDON COMPANY, INC., 230 PARK AVE., NEW YORK, N. Y. MURRAY HILL 6-1566

Send samples of products checked with prices on \_\_\_\_\_ thousands.  
FIRM NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ MY NAME \_\_\_\_\_

# Recent Helpful Comments . . . .

*An editor should be able once in a while to publish some of the back-slapping paragraphs . . . as a counterbalance to some of the other kind.*

YOU DON'T NEED me to tell you that your magazine is the best that has ever been issued in the interests of direct mail.  
*Jeannette Robinson*  
Mail Advertising Service Association  
Detroit, Michigan

TONY AND I vie with each other to grab *The Reporter* on its arrival. He's been winning too consistently of late. For instance, I did not see April issue and had to "pry" it loose from Tony on receipt of your card. I'll appreciate having my own personal subscription begin with the April issue—as I want to carry it in my brief case.  
*Bill Kier*  
Campaign Press, Inc.  
328 South Jefferson Street  
Chicago, Illinois

EACH ISSUE of *The Reporter* has been good, but it's getting better all the time. That's probably because we are all becoming more habituated to the magazine and it's getting to be an old friend to us.  
*David W. Sperry*  
Divisional Advertising Manager  
Federal Hardware & Implement Mutuals  
Owatonna, Minnesota

I LIKE YOUR WAY of going at your job of editing a mail advertising magazine, that is—the analytical approach that you are making. I found the Ten Trends in Direct Mail useful from the standpoint of checking up our sales policy.

A publication like yours gives us fellows who are operating in our own small sphere a measuring stick to check our methods and policies.  
*Trayton H. Davis*  
Trayton H. Davis and Associates, Inc.  
625 North Milwaukee Street  
Milwaukee, Wisconsin

I'M READING *The Reporter* from cover to cover, and I'm keeping all my copies of the magazine in a loose leaf folder so that I'll have them for permanent reference.  
*Sophie Simon*  
Edward vom Hofe & Company  
92 Fulton Street  
New York, N. Y.

IT IS AN INSPIRATION to have things so ably recapitulated as you did with The Ten Trends . . . and it is particularly useful at this time to have such a check list when plans are being formulated for fall and winter campaigns.

Of all the advertising magazines I get, and I miss few, I think *The Reporter* is the most constructively helpful in my daily work.  
*Clark W. Smitheman*  
Production Manager  
Camden Fire Insurance Association  
Camden, New Jersey

I HAVE READ *The Reporter* and think you have developed a very interesting technique, particularly the way you handle the material in the side columns.

The magazine is full of good sales ideas and everybody in your field ought to study it carefully.  
*Bernard Lichtenberg, President*  
Institute of Public Relations, Inc.  
Graybar Building  
New York, N. Y.

I LIKE SO MUCH your tribute to Louis Victor Eytinge. I remember "Looney" very well. Something like a dozen years ago he came down here at my invitation to address the Advertising Club. We packed that Emerson Hotel ballroom to the walls. "Looney" held 'em spellbound. That audience was fascinated, thrilled, stirred. The women folk fell hard for "Looney". Made a terrible fuss over him. He was a real man, but there was always something elusive about him. Too bad that such a powerful influence should not be stable. He had a weakness—but haven't we all? I did not know, until I read your article this morning, that he had passed on. And I almost caught myself shedding a tear. Good or bad, this drab old world needs color like "Looney" lent it.

I am still among the minority who are not crazy about your format—but, man! you're doing such a swell editing job that format be hanged. The news is there; the comment is there; the constructive criticism is there; the "guts" are there. I think it's the most helpful magazine that a direct mail man could want or expect. Now you know!  
*Jerry Fleishman*  
Mercantile Trust Building  
Baltimore, Maryland

APRIL *Reporter* is excellent plus!!!  
*Leon J. Bamberger*  
RKO Radio Pictures, Inc.  
1270 Sixth Avenue  
New York, N. Y.

I LIKE your format. *The Reporter* contains so much good, usable stuff in each issue that I would subscribe for it and renew my subscription for it in any format.

You've got to have some people who won't like it. If everyone renewed, life would get too easy and the magazine would probably lose its amazing vitality and virtuosity.  
*Troy M. Rodlun*  
1427 Eye Street  
Washington, D. C.

YOU ARE DOING a good job with *The Reporter*, and I feel sure your experiments will create a lot of favorable attention.

You have to break conventions in order to make any trade publication attract attention these days. There are so many papers in the field, and they are all doing a good job on at least part of the advertising picture, which means that just being a "good magazine" is not sufficient to make a real success. You have to present information that the others do not contain, and moreover present it in a way that makes it of excellent use to your readers. Your experiments are certainly aimed in that direction.  
*E. P. H. James*  
Adv. and Sales Pro. Mgr.  
National Broadcasting Company, Inc.  
R C A Building  
New York, N. Y.

I REALLY THINK you have something in the way you've handled the content of the April issue. It is different and very practical. There is steady improvement in *The Reporter*, and I am sure your subscribers must be of the same mind that I am that every issue is tremendously worth while.  
*Adrian W. Phillips*  
Chalfonte-Haddon Hall  
Atlantic City, N. J.

*By Postal Telegraph:*  
CONGRATULATIONS and loud cheers on doing the seemingly impossible again. First nighters' enthusiasm insures success of first Direct Mail Course in history of advertising. Another achievement takes place among "famous first".  
*Charter Students Club*



## A BOOK ABOUT MEN'S APPAREL

WE ADD to our library in the Direct Mail Center a new book just issued by McGraw-Hill Book Company. Title, "Selling Men's Apparel through Advertising".

Author, M. M. Lebensburger, formerly advertising manager of B. Kuppenheimer & Company, one of the Fifty Direct Mail Leaders and an effective speaker at the last D.M.A.A. Convention.

This book gives retailers and manufacturer's of men's apparel and all who are concerned with their advertising problems a practical guide to effective methods as they have been developed and demonstrated in the author's years of experience in the apparel business. The book explains and appraises all the functions of advertising, sales promotion and public relations that are performed in representative retail stores and emphasizes the advertising tools and methods that are important in promoting a highly styled, seasonal commodity such as men's apparel sold to the consumer through retail stores under competitive conditions.

There is one section of 26 pages devoted to Direct Advertising. It contains sensible

and sane advice, concerning the purposes, uses and methods of direct mail plus other types of "controlled distribution". This book should find an attentive audience in the retail field.

## COOPERATIVE ADVERTISING!

ONE OF THE BEST JOBS of localized cooperative advertising is that being done by the Atlanta Master Printers Club, Chamber of Commerce Building, Atlanta, Ga. *Press Proofs* is the name of a 16 page and cover, 8½" x 11" cooperative magazine produced each month and mailed to Atlanta advertisers. Last issue gives a "Life" style picturized trip of the processes involved in a printing job from the idea to the finished product. All candid camera shots made in Atlanta printshops and not retouched. Well done and a credit to the industry.

Too bad that all the fine plans for cooperative advertising in the direct mail field have usually been smothered by petty bickering and differences of opinion. The Atlanta group seems to have found the formula . . . which is really very simple. Namely, broadminded cooperation.

## FOR HIS MAJESTY

IF YOU WANT to see a super-de luxe presentation by a hotel, get a copy of the 9" x 12", 20 page and cover booklet, issued by The Hotel William Penn, Pittsburgh, Pennsylvania. Robert E. Nord, sales manager. Titled "New Appointments for His Majesty . . . The American Traveler". French fold, deckle edged cover. Transparent spider-web design fly leaf. Three colors throughout. Beautifully designed and written. Story told mostly in pictures. It naturally won first prize for best Hotel Presentation at recent Sales Managers Convention.

## BANKS AFTER BUSINESS!

THE FIRST NATIONAL BANK of Boston is issuing a "Sample Register Check" to stimulate business among those who do not have a regular checking account. A stub is attached to the sample showing how you can pay bills by paying for these "register checks" at the bank, plus a fee of 10 cents. It has taken the banks a long time to discover that the money order window at the Post Office is a popular institution. (Tip to direct mail producers: go after the banks for this type of promotion. There will probably be much more of it.)

TELL IT AND SELL IT WITH PHOTOGRAPHS BY STADLER • CHICAGO



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THIS LAYOUT IS MADE UP FROM STADLER PHOTOFILE STOCK SUBJECTS

**STADLER STUDIOS** 62 EAST LAKE STREET **CHICAGO**  
TELEPHONE: CENTRAL 1430

## THE NEEDLESS FRINGE

I GET A CERTAIN sense of enjoyment from the very act of writing you again, and assuring you of my interest in each issue of *The Reporter*. I don't skip anything for the simple reason that, while a number of the items, letters, etc., have little direct interest to me, I can never be sure that the next item will not be something of very much concern to me. And that makes me wonder, "Are there any publications on earth that are 100% interesting to their readers?"

Regarding "The Salutation for Letters" article in your January issue, by Robert K. Orr. The problem of how to write the salutation of a letter "correctly" has been bothersome to me for a long time. Now I think I've settled it—for me. The solution appears above. I would call you "Mr. Hoke" if I met you, until I got to know you better and got around to "Henry." Then why should I drag in "Dear?"

I have tried the beginning, "Good morning, Mr. Hoke," but I couldn't help thinking what you might think of me if the letter reached you in the late afternoon mail.

Perhaps some day our business letter usage will kick away all the needless fringe, both at top and bottom. On follow-

up letters we eliminate the address at the top. It is a real time saver. At the bottom we have reduced to "Sincerely," and sometimes I wonder if that carries any meaning at all. Many times "Thank you" fits in and sounds better.

One thing more—the date. It is not a new idea but I like it—the adding of a line below the date, as you have noticed on this letter. This is not so good, of course, unless you have passed at least your tenth anniversary.

I hope you like your job of producing *The Reporter*. I do.

Garth Henrichs  
The Henry F. Henrichs Publications  
Litchfield, Illinois

*Reporter's Note:* I do. And thanks. Your phrase—"the needless fringe" should be hammered into every letter writer. I saw a series of sales letters a few days ago that used every stereotyped, ancient, useless phrase taught in the old text books. The writer excused them by saying he was writing to a dignified, religious clientele. I asked him to get up and read one of his letters to me—imagining me as a cleric. He said it did sound sort of silly. Your needless fringe campaign has great possibilities. Am sure the rest of the 100% readers will enjoy your letter as much as I did.

# OF NECESSITY

## Get EVER READY'S LABEL BOOK

See • EASY ADDRESSING and DIRECT MAIL HELPS  
Pages 10, 26, 32

• SHIPPING LABEL IDEAS  
Pages 10 through 25

• ADVERTISING LABELS... they "ride free"!  
Pages 3 to 5, 32, 36, 37

• PACKAGING LABELS... dress up your product...  
Pages 34 and 35

48 colorful pages! See what you want... know what you'll pay!  
Clip the coupon for yours TODAY!

**EVER READY LABEL CORP.**  
157 EAST 25TH ST. NEW YORK, N. Y.

Ever Ready Label Corp., 157 East 25th St., New York, N. Y.

Gentlemen:

Please send your LABEL BOOK for my reference library.  
I am particularly interested in \_\_\_\_\_ labels.

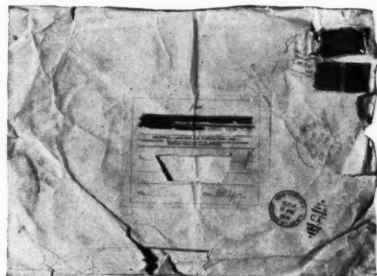
Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_

## WHAT IF YOUR CATALOGS ARRIVE LIKE THIS?



### DO YOU KNOW THAT THEY DON'T?

It may take 50 envelopes to equal the cost of ONE catalog, yet some mailers (like the one who mailed a catalog from New York to Bridgeport in the envelope pictured here) will gamble on inferior, cheap envelopes to carry expensive catalogs and

booklets. Why not be sure your catalog will arrive in A-1 condition? Use

## CURTIS FIBRE CATALOG ENVELOPES

They are TOUGH to stand abuse . . . LIGHT WEIGHT to save postage.

A 3c stamp or penny post card will bring you samples!

## CURTIS 1000 INC.

342 Capitol Avenue  
HARTFORD, CONN.

1000 University Avenue  
ST. PAUL, MINN.

1814 E. 40th Street  
CLEVELAND, OHIO

## Professional Mailing Lists

Do you circularize Physicians, Dentists, Druggists, Osteopaths, etc.? We have complete mailing lists covering these groups and allied Professions. Our lists are on stencils—the service of addressing your envelopes can be bought for as little as \$2.00 per thousand.

- 100% Accuracy Guarantee
- Prompt Service
- Dependability

—ADDRESS—

**Fisher-Stevens Service, Inc.**  
183 Varick St. New York, N. Y.

## Do you want to reach the Direct Mail field?

You will reach 5,000 cream of  
the crop readers if you adver-  
tise in

*The Reporter*

### MAIL ADVERTISING SERVICE

## QUALITY plus SERVICE

*has been the watchword of*

### The B. Brown Associates

Twenty-one years experience serving "hard to please" direct mail advertisers. Complete direct mail campaigns, or any part of them. Addressing (typewriter, handwriting, Addressograph) Multigraphing. Flat Bed Processing. Imprinting. Letters filled-in perfectly. Folding, enclosing and mailing.

**The B. Brown Associates, Inc.**  
480 Lexington Ave., New York, N. Y.  
Wickersham 2-7380

### MAILING LISTS:

#### Boyd's City Dispatch, Inc.

EDGAR J. WILLIAMS, Pres.  
114 East 23rd St., New York, N. Y.  
\*GRamercy 5-4600

### MAILING LISTS:

Trade, Professional, Residential.  
Men and Women of Wealth.  
Manhattan, Metropolitan Area,  
all parts of U. S.  
Established 1830.

## CLASSIFIED ADS

Rates, 50c a line—minimum space, 3 lines.

### ADVERTISING AGENCIES

Sell your product through agents, mail order. Advertise newspapers, magazines. Publishers' rates. Snappy layout your inch advertisement \$1. Martin Advertising Agency, 171P Madison Ave., New York.

### CASH MERCHANDISE BUYERS

We Buy for Cash—Advertising goods with some merchantable value, Paper Goods, Envelopes, Blotters, Pictures, etc. Submit samples and quantity for prompt consideration. Fantus—440 No. Wells St., Chicago.

### FOR SALE

MULTIGRAPH—Davidson Feed—Addressing—Signature Attachments—Extra equipment—Practically unused. Eugene L. Graves, Inc., Norfolk, Va.

### FOR SALE—USED MACHINES

Multigraph Folder No. 58, Mentges Folder No. 1359, Meter Postage Model "F" No. 6332. Write Occy-Crystine, P.O. Box 118, Grand Central Annex, N. Y., or Phone Bryant 9-9420.

### HOUSE MAGAZINES

Contact customers and prospects with 2-color, 6 x 9 monthly house organ that develops immediate business. Something you'll be proud to send out under your name. Large space for advertising. A proven sales builder. Lowest prices, 500 copies, \$10; 1M, \$15. Get sample. Crier Publ., 1840 E. 87th St., Cleveland, Ohio.

### LETTERS

CHECK WITH WEBSTER—you'll see why we call them GRAPHIC.

graph'ic a. vividly descriptive.

For information about Graphic letters, with a fresh, friendly approach to prospects, customers or dealers, write on your letterhead to GRAPHIC LETTERS, 545 Industries Building, Dayton, Ohio.

### MAILING LISTS

Ask for our Catalog of Mailing Lists; 6,270 different classifications listed; number in each and price shown. If interested, ask for our Stockholders and Bond Buyers Price List, 1,600,000 Stockholders in over 1,000 corporations. TRADE CIRCULAR ADDRESSING CO., Inc., Established 1880. 219½ West Madison Street, Chicago, Illinois. Franklin 1182.

ARE YOU INTERESTED? The names and addresses of Owners of buildings in Chicago and suburbs are now available for less than ½ a cent a name. Comprising the wealth and buying power of one of the greatest markets in the country. For Sales Promotion this Property Owners Index will prove invaluable. THE CHICAGO REAL ESTATE INDEX CO., 308 W. Washington Street, Chicago, Ill.

150,000 Cash Mail Order Buyers (1939), envelopes addressed, mailing lists, any trade in United Kingdom, low rates. Carlyle, 120P., Bournbrook, Birmingham.

## JOYS OF AN EDITOR

GENTLEMEN—(If such ye be)

Sent you two dollars for 27 weeks subscription to your lousey publication commencing Nov. 26th. yet you send me a dun saying my subscription expires March 18 39. How do you figure?. or is you think that your subscribers are dumb?. I'd hate to take a chance in sending you ten dollars under these circumstances.

Yours being Gyped by everybody a felloer don't have time to tend to his biz any more from the time taken up to fight off the chislers.

*Reporter's Note:* Above courteous letter received by another editor who thought a reading of it might lighten the load of this editor. Came from manager of an alligator farm who had really only sent one dollar. He had probably been in too close contact with the 'gators. Aren't we all inclined to be too close to the rough spots in our own business . . . and reveal them in our letters? This is an exaggerated case . . . but watch your letters.

## SLICK EXPLANATION!

SORRY TO DISAPPOINT some of you ardent Sam Slick fans, but due to causes beyond control, it was not possible to get copy for "The Very Idea" in time for this May report,—although we held these last pages open right up to the minute of final lock-up. We'll give you a double dose sometime.

### PHOTO OFFSET

#### THE ELEVENTH TREND

In direct mail (in addition to the ten listed in the April Reporter) is to reproduce direct advertising material effectively and economically by PHOTO-OFFSET! No type-setting or engraving costs; reproduces halftone proofs or line drawings at no extra cost. Example: 500 8½x11" bulletins on 20 lb. bond, with headline, illustration, copy, logotype, \$2.63 complete; additional hundreds only 22c. Even lower prices on quantity orders. Write for free samples. LAUREL PROCESS, 480 Canal St., N. Y. C. Phone Walker 5-0526.

### SALES LETTERS

LESTER MEYERS, sales letter specialist with diversified experience is still writing sales letters that produce "mighty oaks from little acorns." 112 East 17th St., New York. Phone GRamercy 3-1833.

Letters worded to sell anything worth buying. Name your business and request evidence and estimates. Jed Scarboro, 10 Wetmore Ave., Maplewood, N. J.

### STOCK CUTS

Ad. Writers, ask for proofs zippy little black cuts, inexpensive. Harper's, 283-a E. Spring St., Columbus, Ohio.

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